

Vogue

Incorporating Vanity Fair



ADVANCE
RETAIL
TRADE
EDITION

See section opposite page 176

October 1, 1937 • Brides • New York Fashions • Price 35 Cents

Monet Jewelers sponsor GOLD



Monet
Jewelers

Announcing the new jewelry collections by Monet. Outstanding French and American designs which embody the famous MONOCRAFT finish and expert workmanship. Colorful stones and fine settings finished in the sumptuous gold decreed by Paris this fall. Exciting clips, bracelets, pins, earrings and ensemble groupings. 24 Karat gold finish. Priced from \$5 to \$100. Some lower. Shown at leading shops. MONET JEWELERS • 8 WEST 32nd STREET • NEW YORK • PARIS

TIFFANY & CO.

JEWELERS SILVERSMITHS STATIONERS

FIFTH AVENUE & 37TH STREET, NEW YORK



STERLING SILVER. TEA POT \$150. COFFEE POT \$170. CREAM PITCHER \$45. SUGAR BOWL \$80. WASTE BOWL \$45. KETTLE \$295. TEA TRAY \$305. SANDWICH PLATE WITH LACQUERED DECORATION \$48. TEA SPOONS \$39 A DOZEN. TEA STRAINER \$8.50. SUGAR TONGS \$5.50. CROWN DERBY PLATES \$110 A DOZEN. TEA CUPS AND SAUCERS \$140 A DOZEN. GLASS AND CHROMIUM CLOCK \$29.

MERCHANDISE OF GOOD VALUE
AND FINE QUALITY

MAIL INQUIRIES RECEIVE PROMPT ATTENTION



Elegance invades the stadium! Fromm Pedigreed Fox . . . radiantly young . . . *bright-with-silver* . . . tops spectator fashions with charm and distinction.

This medallion identifies genuine Fromm Pedigreed Fox. It is sealed to the nose of the pelt. Insist that it is not detached until after you make your purchase. It is your positive protection against substitution. To receive without charge the pedigree of the fox, simply mail the medallion to Fromm Brothers, Inc., Hamburg, Wisconsin.

FROMM  *Bright with Silver PEDIGREED FOXES*

For college
For sports wear
botany triumph
sweaters and flannel skirt
that exactly match

Sweaters that exactly match your skirt? Skirt, the identical shade of your sweaters? Of course it's possible! Thanks to Botany, this miracle of matching has been finally achieved. The knitted fabric of your Botany sweaters, the woven fabric of your Botany Tweedgrain flannel skirt, are identical in color. Reason is the wool is dyed before it's spun, and then the very same yarn is used for knitting the sweater, or weaving the luxurious flannel cloth that makes the skirt. And, best of all, whether you choose to buy the outfit complete now, or assemble it at different times, there's not the slightest variation in color. Always the same rust, always the same green, wine, brown, or navy. Sizes 14 to 20.

Pullover	5.00
Cardigan	5.95
Skirt	8.95
Liberty hand blocked silk kerchief	3.95

Mail Orders Filled

Best & Co.

FIFTH AVENUE AT 35th STREET

GARDEN CITY

MAMARONECK

EAST ORANGE

ARDMORE

BROOKLINE

GROSSE POINTE

CLEVELAND HEIGHTS

DELMAN

Hand-made Shoes

Bergdorf Goodman, New York City

Harzfeld's, Inc., Kansas City

Neiman-Marcus Co., Dallas

C. Crawford Hollidge, Ltd., Boston

Baynham Shoe Co., Louisville

The John Shillito Co., Cincinnati

Huggins, Los Angeles

Delman Inc., Miami Beach

Blum's-North, Inc., Chicago

Sax-Kay, Detroit

Julius Garfinckel & Co., Washington

Baynham Shoe Co., Lexington

L. S. Ayres & Co., Inc., Indianapolis

Ransohoffs, San Francisco

The Higbee Company, Cleveland

Montaldos, Charlotte

Kerr Dry Goods Co., Inc., Oklahoma City

Roy J. Bjorkman, Inc., Minneapolis

Denver Dry Goods Co., Denver

Famous-Barr Co., St. Louis

Sakowitz Bros., Houston

Berry-Burk Co., Inc., Richmond

The M. M. Cohn Co., Little Rock

Scruggs-Vandervoort & Barney, St. Louis

Huggins, Pasadena

Joseph Horne Co., Pittsburgh

Blum's-Vogue, Inc., Chicago

The Blum Store, Philadelphia

Paramount Shoe Co., Scranton

Delman Ltd.

16, Old Bond St., W. 1, London



1 New success done on the celebrated Norwegian last. Suede piped in shiny patent. 2 Patch Oxford—sister shoe to the Patch Pump favorite. Suede with punchwork calf tipping. 3 Delman's simple suit pump neatly capped with alligator. 4 Tea Boot in chiffon suede, with narrow new vamp slots. 5 Opera Matinee, a triumph suavely combining glove-fine suede and tuxedo faille.

ON THE PLAZA • NEW YORK

BERGDORF
GOODMAN

5TH AVENUE AT 58TH STREET

NELSON

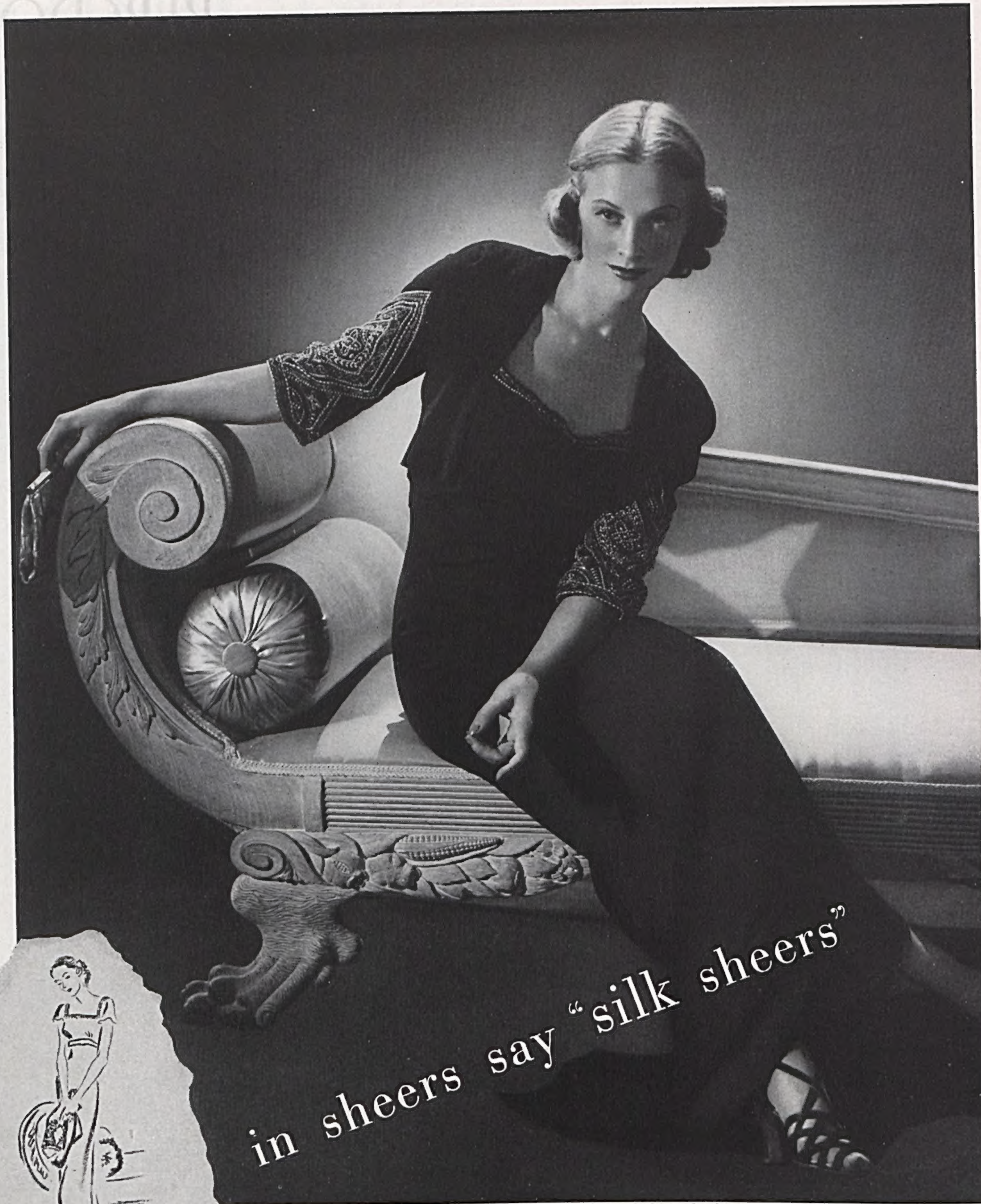


Front-back contrast coat uniting two smart colors.

Enter—as a lady in mustard-tan with blue-violet sleeves.

Exit—in blue-violet with mustard-tan collar and yoke.

The dress beneath is tan, too. Ready-to-wear original in feather wool. \$280.



in sheers say "silk sheers"

Evening gown and brief bolero of black silk sheer. Gold embroidery copied from an officer's uniform.



The beauty and fashion-rightness of quality silks will add to the gayety of your social season. Their fabric-rightness will lessen your clothes worries. For real clothes satisfaction when buying gowns of satins, taffetas and sheers — insist on silk.

luxury swing to lush

Reindeer Shoes

by Palter DeLiso

Crème de la crème of the suede family—soft, silky reindeer—is due for a tremendous vogue this year. Usually available only in costly custom-made shoes it now appears in the newest Palter DeLiso series. High complement to the seal-like day dresses of the formal season. Like the vogue for peachskin wools, dictated by a new interest in soft, rich surfaces. Handled with minute stitchings and other custom details that proclaim Palter DeLiso's mastery of craftsmanship. Deep reindeer black and sable brown, 22.75

OUR FAMOUS SHOE SALON—SECOND FLOOR

Bonwit Teller

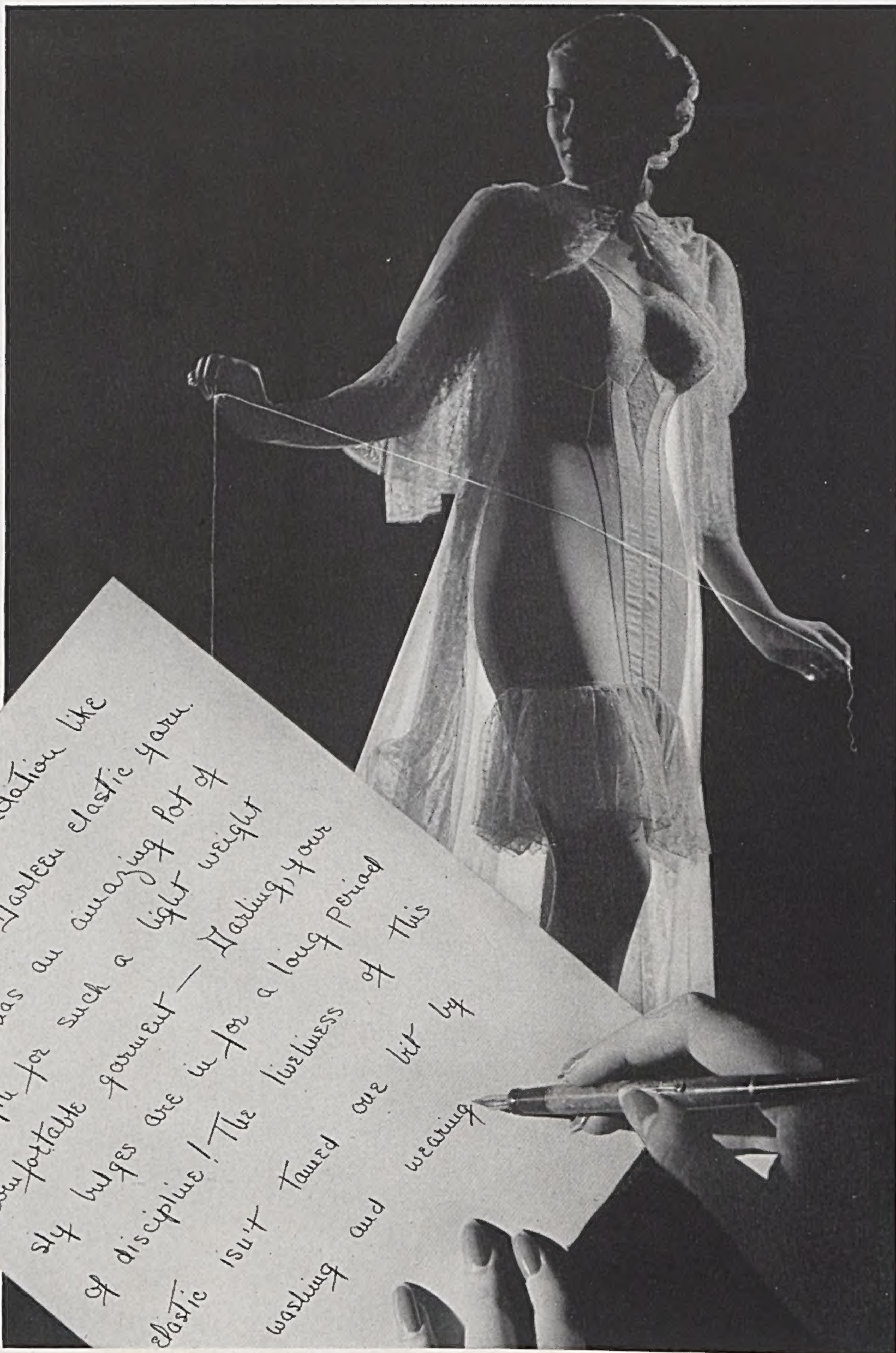
FIFTH AVENUE AT FIFTY-SIXTH STREET
NEW YORK



IS PLASTIC CONTROL YOUR PROBLEM?

MARSHALL FIELD & COMPANY

...in its famous foundation garment section builds success on a constant search for facts before buying. Style isn't enough. The buyer convinces herself by tests, regarding the superiority of material in garments. Consequently Marshall Field has included many new fall models made of "DARLEEN" elastic yarn.



Sending you a foundation like
mine made of Darleen elastic yarn.
It has an amazing lot of
strength for such a light weight
comfortable garment — Darling, your
sly bulges are in for a long period
of discipline! The liveliness of this
elastic isn't faded one bit by
washing and wearing.

Darleen

FINER ELASTIC YARN

... Have you found the foundation that will give you those poured-in lines—the flat mid-riff, the slim hips and rounded bosom: yours to have and to hold from the first fitting to the last wearing? Then you must have discovered "DARLEEN." "DARLEEN" is the new dynamic elastic yarn featured everywhere in finer fitting foundations this fall. "DARLEEN" gives a lighter weight fabric more power, not only to control your figure, but to keep your garment in its place—preventing riding, slipping and bulging and other foundation bothers. Your true cylindrical figure this fall is "DARLEEN" sculptured.

DARLINGTON FABRICS CORPORATION • 180 MADISON AVENUE • NEW YORK

*Reg. U. S. Pat. Off.

Jay Thorpe

FIFTY-SEVENTH STREET WEST, NEW YORK



NEW ERA IN COATS

Modern, straight as a shaft, moulded to you
.. the "zipped" coat with huge sleeves and
small collar of skunk. A Jay Thorpe original.

FOR WOMEN WHO HOLD THEIR HEADS HIGH

Charles of the Ritz . . . in his internationally known Salons . . . has compounded his . . . Throat Firming Cream . . . 1937 essential . . . rich . . . bracing.

The regal throat . . . disturbing sweep of neckline and coiffure . . . reminiscent of the Gibson girl . . . is the focus of fashion this season.

The lovely . . . high-headed ladies . . . who frequent Charles of the Ritz Salons . . . choose his creams . . . lotions . . . powder blended individually for them . . . in all fine stores . . . the world over.

THROAT FIRMING CREAM RITZ
\$3.50 \$5.00 \$10.00

CHARLES OF THE RITZ
Ritz-Carlton Hotel
NEW YORK

Coiffure by Charles of the Ritz





Forbath & Rejane

henri
Bendel inc

*V*elvet—deep and rich—shirred, quilted, furred—
to recapture the spirit of opulence of the great French courts.

T E N W E S T F I F T Y - S E V E N T H S T R E E T  N E W Y O R K



You just know she wears them

McCallum presents Richelieu . . . which will lead the fashion field. A smart new stocking created especially to add that note of richness and allure . . . which every costume this season must have. Slender shafts of light following up the weave of this beautiful three-thread crepe twist give the stockings a look of exquisite sheerness . . . Lovely in Clipper Tan, Evenglo and McCallum's other new colours for all daytime wear. At better stores everywhere for \$1.65.

McCALLUM STOCKINGS



GEORGE PLATT LYNES

Schiaparelli Success Story . . . the formal daytime-length suit with decorated jacket, first launched by us last year as forerunner of a brilliant series. Newest version: flawlessly copied from the original; bare-armed dress under gleaming jacket. Mahogany or black wool with satin topped dress, \$95. Grand Salon, *Sixth Floor*.

MARSHALL FIELD & COMPANY, Chicago

HOW TO USE ENDOCREME—3

Again we say: "Thank You!" For the sponsors of Endocrine could not have dreamed, when Vogue first introduced Endocrine to you last Spring, how *tremendous* your response would be!

Vogue reader after Vogue reader started using Endocrine then, and continued its use through the summer, in preparation for the brilliant new season that is just ahead of us. Department stores, specialty shops, and leading pharmacies have called for ever-increasing supplies of Endocrine to meet the demand. It is safe to say that *every* first-class store in America now has Endocrine, or knows all about it and will quickly get it for you.

In the present article, which you are now reading, the sponsors of Endocrine describe a treatment recommended for the wrinkles and lines in the nasolabial area. This is the region around the nasolabial fold which extends from the nose to the corners of the mouth.

FOR NASOLABIAL WRINKLES

Massage with Endocrine

1. Endocrine is a night cream, to be applied before retiring, and allowed to remain on the skin for six hours, so the Dihydroxyestrin (now more generally called Estradiol) may be fully absorbed. The use of Estradiol in a beauty cream is exclusive to Endocrine.

2. The nightly dose, for face, neck and hands, is 2 grams (about ½ teaspoonful measured flat). But you need not measure. If you are using Endocrine only for your face, neck and hands, and if your jar is used up in from 30 to 35 nights, the amount is correct.

3. When applying Endocrine, be sure that the skin is thoroughly clean and dry. Use mild soap and soft water—or use your regular cleansing cream—but be sure to wipe the skin dry with cleansing tissues before you apply Endocrine. Otherwise, the Endocrine will be diluted and may work more slowly.

4. Now, with your finger tips massage Endocrine gently but very thoroughly into your skin, from the center of the forehead outward to the temples. Continue this gentle but thorough massage until you have rubbed your Endocrine into the skin of every area you wish to treat. Always massage in the direction shown by the arrows in the Endocrine "Venus Diagram".

5. On the backs of your hands stroke Endocrine upward from your fingers to your wrists, or higher. Then pat the underchin and throat with the backs of your hands.

6. The time spent in applying Endocrine is well spent, because the special ingredient is absorbed through the hair follicles into the sweat glands or through the sebaceous glands, and from there into the surrounding tissues. Endocrine cannot do its work until it has been absorbed.

7. Be sure all facial massage is gentle. Harsh massage is unwise.

8. Use Endocrine at night, every night, and leave it on all night for full absorption; it will not stain pillows or nightclothes. It is prepared from fine oils in a combination which melts readily at body temperature. If the contents of the jar show a tendency to melt, keep in a cooler place.



EHRlich—LAZINK



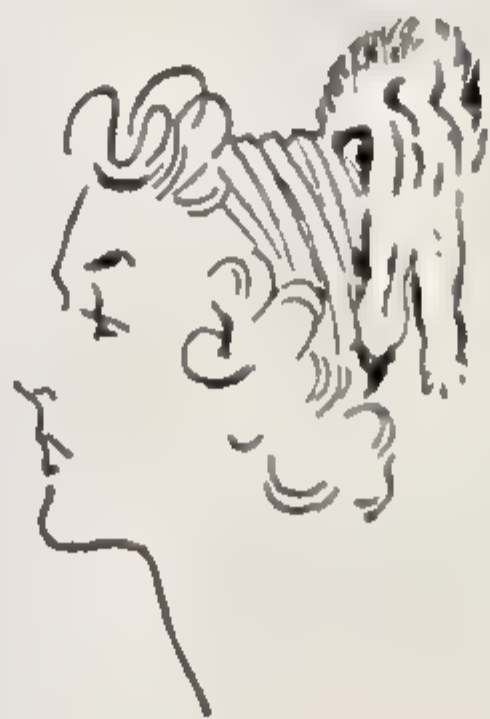
Copyright, 1937, Hires Laboratories, Inc.

ENDOCREME

Endocrine is sold by the best department stores, specialty shops, and pharmacists, in two-ounce jars. If your favorite store is "sold out", please send its name with \$3.50 to ENDOCREME, 551 Fifth Avenue, New York, for a jar postpaid.



*Autumn Gold... complemented
by the subtle tones and beauty of natural
baum marten. Another Stein + Blaine ensemble.*



Stein & Blaine
13-15 West 57th St., New York

two important

DOBBS

hats

THREE
EIGHT
SEVEN

NINE
FOUR
THREE

Important because of individuality of style...elegance of materials...beauty of workmanship. Introducing the Congo turban in felt with rich Persian lamb. The new scoop brim, with fitted V-fold back, in felt with sleek hatter's plush. Two of a distinguished series of new DOBBS GUILD originals. All headsizes available.

DOBBS

NEW YORK'S LEADING HATTERS • 711 FIFTH AVENUE, NEW YORK

DOBBS HATS FOR WOMEN IN ALL LEADING CITIES



Take the Du Barry



Treatment at home

Isn't this an unusual illustration for a beauty advertisement?

That's because the DuBarry *Beauty-Angle* Treatment is so different from other face treatments—unique in method, unique in what it does for you. For the DuBarry *Beauty-Angle* Treatment is basically a circulation-building treatment. Women have slapped their faces and applied hot towels for this purpose... artificial means at best. Then two years ago, at the Richard Hudnut DuBarry Salon, the *Beauty-Angle* Treatment was introduced—the only face treatment in which an increased circulation was aroused *naturally*.

A success in our Fifth Avenue Salon . . .

Based on accepted physiological principles, this treatment has allied DuBarry Beauty Preparations as an aid to nature's remedial forces. Always excellent in results, DuBarry Beauty Preparations were found to be even *more* effective when applied the *Beauty-Angle* way!

And now a success in your DuBarry Salon-at-Home

After two years of specialized study, a method has been developed to enable you to take the *Beauty-Angle* Treatment in your own home! All you need are the DuBarry Beauty Preparations especially recommended for your skin and our new regimen for using them. You'll see the improvement quickly.

You'll find, if you take the DuBarry *Beauty-Angle* Face Treatment daily, according to instructions, that the texture of your skin will soon appear younger and lovelier, and it will help to firm your facial contours and make you look—in a word—enchanting!

How to take this treatment

Trained representatives of the New York DuBarry Salon may be consulted at better cosmetic counters. They will tell you the secret of this new treatment, show you how *demonstrable* its benefits are, and explain why your face appears in its youngest, most line-free state when you follow this ritual. They will tell you exactly which DuBarry Beauty Preparations you need (every woman's skin condition is different, you know). If you're too busy to visit our representative—though you shouldn't be!—write to Richard Hudnut, 693 Fifth Ave., New York, for a booklet called "A New Slant on Beauty." It tells the complete story of the unique new DuBarry *Beauty-Angle* Treatment, and how it will affect your beauty life!

This treatment is guaranteed as advertised in Good Housekeeping.



DU BARRY
beauty preparations by

RICHARD HUDNUT

• 693 FIFTH AVENUE, NEW YORK •
PARIS • LONDON • TORONTO • BUENOS AIRES
VIENNA • BUDAPEST • MEXICO CITY
HAVANA • CAPE TOWN • SYDNEY

Which will wear your ^{new} Initial?



WHAT IS YOUR CHOICE IN STERLING DESIGN?

A touch of the modern? CHIPPENDALE and RAMBLER ROSE are safely modern — both are based on sound traditional design. Utter simplicity? Look at CRAFTSMAN. Interesting detail? CASCADE, LADY DIANA or CANDLELIGHT will please you. Rich dignity? There's ROYAL WINDSOR or LOUIS XIV from which to choose.

Every TOWLE design has beauty and grace but each has its own individuality. Every bride may choose the one that suits her personality and promises to give her lasting pleasure. And all Towle patterns are open stock for many years.



Write for pictures and prices of all TOWLE patterns with chart of engraving suggestions.

"HOW TO PLAN YOUR WEDDING." Send for this booklet of twenty-four pages of helpful, correct information, compiled by EMILY POST, the editors of *Vogue* and the TOWLE SILVERSMITHS. The TOWLE SILVERSMITHS, Dept. K-10, Newburyport, Mass. Please send free folders on _____ patterns. I enclose 10 cents for copy of "How to Plan Your Wedding."

Name and Address _____

Towle

Makers of Sterling only . . . Since 1690
with unbroken craft traditions



*Designed
by*

*Milgrim
with you
in mind*

NEW YORK . . . SIX WEST FIFTY SEVENTH STREET
EAST ORANGE...WHITE PLAINS...CLEVELAND...DETROIT

Van Raalte STOCKINGS

SHEERIO • MYTH • ILLUSION



• Here's a fashionably-tinted, flattering dawn-to-dark "make-up" for your legs. Sturdy 4-thread chiffon creates an ILLUSION of sheerness for business. The 3-thread chiffon that looks intangible as a MYTH turns you out beautifully for afternoons of great importance. And it's SHEERIO, gay 2-thread transparency, for dancing hours.

Van Raalte

STOCKINGS • UNDERTHINGS • GLOVES
295 FIFTH AVENUE, NEW YORK CITY

"because you love nice things"

that ayres look-



L. S. Ayres + co.
INDIANAPOLIS

TO GIVE YOU THE NEW FASHION PERSONALITY

Knox "Towns"

OF 1938

Fashion is gloriously feminine this season. Clothes are more formal . . . millinery is enchanting! So Knox creates "Towns", an important group of hats in the new, feminine spirit of the day!

Knox "Towns" do for your formal town clothes what Knox sports and casual hats do for your tweeds and your knits! Every model is created by . . .

MAXWELL OF KNOX



Knox The Hatter

Fifth Avenue at 40th Street

AT LEADING STORES THROUGHOUT THE COUNTRY
OR ORDER DIRECT FROM KNOX THE HATTER



Atop the page

"Witching Hour" . . . a veiled felt cocktail hat infinitely feminine and charming.

Lower left

"Point of View" . . . a pixie-like model in felt with a skyward pointing feather.

Lower right

"Devastating" . . . the magic of its line . . . the sweep of its contours . . . individualize this newly veiled felt.



Copr. 1937, C. G. Gunther's Sons

FLASH of a new fashion idea . . . quick crystallization in Gunther's sure hands. This is Gunther's infallible formula for leadership in the fur world . . . giving the smart woman what she most desires practically at the moment of her wishing. Important debut: the fitted ankle-length coat of natural mink for late afternoon and evening . . . triumphant in its new slenderness, \$4750.

GUNTHER
666 FIFTH AVENUE • NEW YORK

The New Stetsons



Arthur O'Neill

"WRINKLE" . . . buccaneer brim out to conquer the entire football squad. Tucks sharpening the crown into new, young height. Thus Stetson sweeps into high fashion's line-up with this triumph in softest felt.

British tweeds by Marie Craig, Inc. Football equipment, Abercrombie & Fitch Company

"STETSONIA" . . . sleek stitching, rows of it, straight across the new scoop-top crown. A grand lilt to the brim and lift to the face under it. Superlatives like these symbolize all master hats named "Stetsonia." Stetson hats are shown at stores of fashion everywhere.

John B. Stetson Company, 358 Fifth Avenue, New York, N. Y. *John B. Stetson Company, (Canada) Ltd., Brockville, Ontario.*



MACRAE

Kay-Vel Gloves

Kayser matches the elegance of your smartest outfit with Kay-Vel* gloves! Richly sueded and woven for warmth—for wear! Grand new styles...brand new colors. All washable and all made in U. S. A. \$1.00

BE WISER...BUY **KAYSER**

*TRADE MARK, COPR. 1937, JULIUS KAYSER & CO.



Styled to stir your pulse and needled with time honored skill. Left style 725—right style 745. You'll find the scotty label and medallion on every genuine Rothmoor. At one fine store in each community.

ROTHMOOR COATS

MERCHANDISE MART • CHICAGO

REG. U. S. PAT. OFF. ©

ROTHMOOR COATS • 1101 N. LAKE ST. • CHICAGO, ILL.

Are you her type?



DARCK.

VOL DE NUIT
GUERLAIN



Forstmann's new Winter beige, called "Bermuda Sand," in a luxurious new texture.

Monkaco

A Winter coat is an important investment in style and service. Surface appearance prompts you to buy. Satisfactory wear alone determines your lasting satisfaction. No other fabrics combine these fashionable and practical qualities in such perfect balance as do Forstmann Woolens. Their luxurious textures and permanently beautiful colors

are insured by the use of only the best new, pure wools and the finest sun-tested dyes. The leading stores of the country sell Forstmann Woolens, in costumes and by the yard. They will all tell you that these fabrics are the most satisfying costume investment you can make. Forstmann Woolen Co., Passaic, N. J. Sales Office: Empire State Bldg., N.Y.C.

Copy. 1937, Forstmann Woolen Co.

Forstmann Woolens



George Platt Lynes

Nitetime
FASHIONS
IN CELANESE*

In the sculptured mood inspired by the Paris Exposition... Dramatically interpreted in "Prominence" a fabric of fluid grace in Celanese.* For the name of the quality shop featuring it, write Nitetime Fashions, 530 Seventh Avenue, New York City.

NINE AUTHORITIES CHOOSE...



JUNE HARRAH, sculptress, works in bronze, marble and silver. In all mediums her work is distinguished by sensitive delineation and subtle modeling. Miss Harrah favors International Sterling's *Wedgwood* pattern for the delicacy and clarity of its carving.



DONALD DESKEY—foremost American designer of modern furniture and interiors, has this high praise for International Sterling's *Continental* pattern. "I consider Continental one of the few available sound modern designs in American silver. It is thoroughly in keeping with contemporary architecture."



RUTH GRAFSTROM, talented artist. You have probably admired her smart fashion drawings and Vogue Magazine covers as much as Miss Grafstrom admires International Sterling's *Fontaine* silver. And . . . for the same reason. Deftness and artistry in design and execution.



ALLEN SAALBURG—designer of interiors, consultant decorator and mural painter, has done some of the smartest dining rooms in America. Mr. Saalburg thinks International Sterling's lustrous *Orchid* pattern would lend distinction to any table setting.



JOSEPH PLATT is that unusual combination, creator and critic. Mr. Platt deserves much of the credit for reviving interest in Early New England interiors. A connoisseur of the Colonial, Mr. Platt's choice is International Sterling's classic *Minuet*—"because of its praiseworthy fidelity to tradition."



WILLIAM BAYARD OKIE, JR.—gifted, versatile designer of fascinating and imaginative window displays, has given Fifth Avenue a new interest for New Yorkers and visitors alike. Mr. Okie chose International Sterling's regal *Empress* pattern.



HELEN UFFORD—editor and leading authority on problems that beset a hostess. Miss Ufford—well known for her unfailing taste in table appointments—likes the slim, graceful elegance of International Sterling's new *Enchantress*.



LESTER GABA—distinguished for his original and decorative soap sculpture, murals, jewelry, fabrics, and bars, is also a collector of 18th Century furniture. His appreciation of antiques prompts his admiration for International Sterling's serenely beautiful *1810* pattern.



MRS. THOMAS EDWIN KIDDOO—recent bride—says she is an authority on Sterling, "because, when I chose my wedding silver, I looked at practically every pattern in the world! To me, International's *Courtship* is the loveliest of them all!"



HERE ARE the International Sterling patterns whose praises are sung on the opposite page. It will not be easy to choose between them . . . each is so lovely!

Let your jeweler show you all these designs. They will reveal new details of beauty when you have them actually before you.

You will see what mellow luster the precious metal has and how delicately and deeply the ornamental motifs are carved. You will feel the superb weight and true balance of each piece.

Workmanship such as International Sterling's master craftsmen bestow upon silver enhances its beauty a hundred-fold.

Jewelers are glad to make it easy for you to own International Sterling. Ask about Budget Payments or The Lay-Away Plan.

International Sterling is made by International Silver Company, Meriden, Connecticut, largest makers of silverware, whose predecessors made spoons of solid silver over one hundred years ago.

NINE INTERNATIONAL STERLING DESIGNS

"Fashion

EXCLUSIVE WITH LEADING



Pencil-slim new silhouette tweed coat
...with honey-beige lynx collar, \$85
slimming stitched patch pockets.

High, pinch-crowned swagger brimmed
felt hat, contrasting antelope band, \$7.50

IN NEW YORK CITY

Exclusive with
RUSSEKS FIFTH AVENUE

Abilene, Texas.....Campbells
Akron, Ohio.....The A. Polsky Co.
Albany, N. Y.....Flah & Co.
Allentown, Pa.....The Adams Co.
Alton, Ill.....Young Dry Goods Co.
Altoona, Pa.....Simmonds
Asheville, N. C.....Denton & Co.
Atlanta, Ga.....Leon Frohsin Shop
Auburn, N. Y.....Kalet's
Baltimore, Md.....The Schleisner Co.
Bangor, Maine.....Eugene Cummings, Inc.
Beaumont, Texas.....The Rosenthal D. G. Co.
Birmingham, Ala.....Blach's
Brockton, Mass.....Storey & Co., Inc.
Brownwood, Texas.....Garner-Alvis Co.
Buffalo, N. Y.....L. L. Berger, Inc.
Burlington, Vt., Abernethy Clarkston Wright Inc.
Cambridge, Md.....Richardson Style Shop, Inc.
Cedar Rapids, Ia.....Frankel's
Charlotte, N. C.....Brooks of Charlotte, Inc.
Chattanooga, Tenn.....Pickett's
Chicago, Ill.....South Shore Vogue
Chillicothe, Ohio.....Norvell's
Cincinnati, Ohio.....Jenny
Clarksburg, W. Va.....Broida's
Columbus, Ga.....Kiralffy's
Columbus, Ohio.....Madison's, Inc.
Cumberland, Md.....Lazarus, Inc.

Danville, Ill.....Parisian (Oscar Meis)
Danville, Va.....Belk-Leggett
Dayton, Ohio.....Towne and Country, Inc.
Decatur, Ill.....Stewarts Fields Apparel Section
Denver, Colorado.....The Denver Dry Goods Co.
Des Moines, Iowa.....Wolf's, Inc.
Detroit, Mich.....Walter's, Inc.
Duluth, Minn.....M. C. Albenberg Co.
Elmira, N. Y.....E. Hazel Murphy Dress Shop
Erie, Pa.....Sardeson's
Evansville, Ind.....Kaiser's
Freeport, Ill.....Hecht's
Fresno, Calif.....Bruckner's
Galesburg, Ill.....O. T. Johnson Co.
Galveston, Texas.....McBride's, Inc.
Gary, Ind.....Hudson's, Inc.
Glendale, Calif.....Campus Shop, Inc.
Grand Rapids, Mich.....Paul Steketee & Sons

Great Falls, Mont.....Sullivan's, Inc.
Greensboro, N. C.....Brownhill's
Greensburg, Pa.....Pross Co.
Hammond, Ind.....Rothschild & Hirsch
Harrisburg, Pa.....The Wm. B. Schleisner Store
Hartford, Conn.....Outlet Millinery Co., Inc.
Hollywood, Calif.....Byers
Huntington, W. Va.....The Princess Shop
Indianapolis, Ind.....H. P. Wasson & Co.
Jackson, Mich.....The Elaine Shop
Johnstown, Pa.....Kline's, Inc.
Kewanee, Ill.....Kewanee D. G. Co.
Kingston, N. Y.....The Barbizon Shop, Inc.
Knoxville, Tenn.....Miller's
La Crosse, Wis.....E. R. Barron Co.
Lafayette, Ind.....Loeb & Hene Co.
Lancaster, Ohio.....Wiseman's
Lancaster, Pa.....Hertzler



"Sculptured" lines applied to double-
breasted tweed coat, rich beaver collar, \$79.50
patch pockets slimming the figure.

Felt hat with soft rolled brim, up in back to
avoid fur collar, antelope set in crown, \$7.50

Firsts

” *

STORES OF AMERICA



Dress in King's Ransom Rayon crepe, an original fabric by Alpren-Levinthal, cross piped in gleaming satin, old fashioned gold metal pins at throat and elbow sleeves. **\$25**

New off-the-face rolling brimmed felt hat with new peaked crown, \$7.50



Shirred high bosom dress of Rayon Crepe Croisette, A NATIONAL FABRIC, fringed at shoulders, fringed sash tying in back. **\$25**

High becoming off-the-face brim, soft draped crown, to a new fall felt with gold kid trim, \$7.50

Lansing, Mich.....The Style Shop
Lawrence, Mass.....Rose Frank Dress Shop
Lexington, Ky.....Denton's
Lima, Ohio.....Feldman's Inc.
Longview, Tex.....Palais Royal
Louisville, Ky.....Simmonds
Lowell, Mass.....Cherry & Webb Co.
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Oak Park, Ill.....Bramson, Inc.

Ogden, Utah.....Fred M. Nye Co.
Oklahoma City, Okla., Street's Ready-To-Wear
Omaha, Neb.....Nateison's
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Philadelphia, Pa.....Dewees
Phoenix, Ariz.....The Vogue
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Stamford, Conn.....H. Frankel & Sons
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Terre Haute, Ind.....Silver Specialty Shop
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Vicksburg, Miss.....The Valley Dry Goods Co.
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"Acele" ... ON THE AVENUES OF AMERICA

IN
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FOR THE NAMES OF FINE SHOPS WHERE YOU
MAY OBTAIN THESE FROCKS SEE PAGE 166

FOR SKIRTS SHORT AS A *Ballerina's*



STOCKINGS THAT FIT LIKE YOUR SKIN

Belle-Sharmeer Stockings in Your Own Leg Size
... Made to Fit from Top to Toe

● Accept fashion's challenge to your legs with a high heart... and a dozen pairs of *Belle-Sharmeer* Stockings. Wear your short, short skirts with aplomb... knowing that your *Belle-Sharmeers* are sleek as a whippet from the garter line down. You *need Belle-Sharmeer* Stockings this year. And you'll love them. But do remember that their marvelously perfect fit doesn't just happen. It's the result of super-accurate proportioning... of real *leg sizes* for small and tall, middling and plump. Leg sizes that are not only graduated in length but individually sized in width at ankle, calf, knee and top. That's why *Belle-Sharmeer* Stockings are so very different... so much

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S T O C K I N G S
in all leg sizes

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the Story of Stocking Fitness

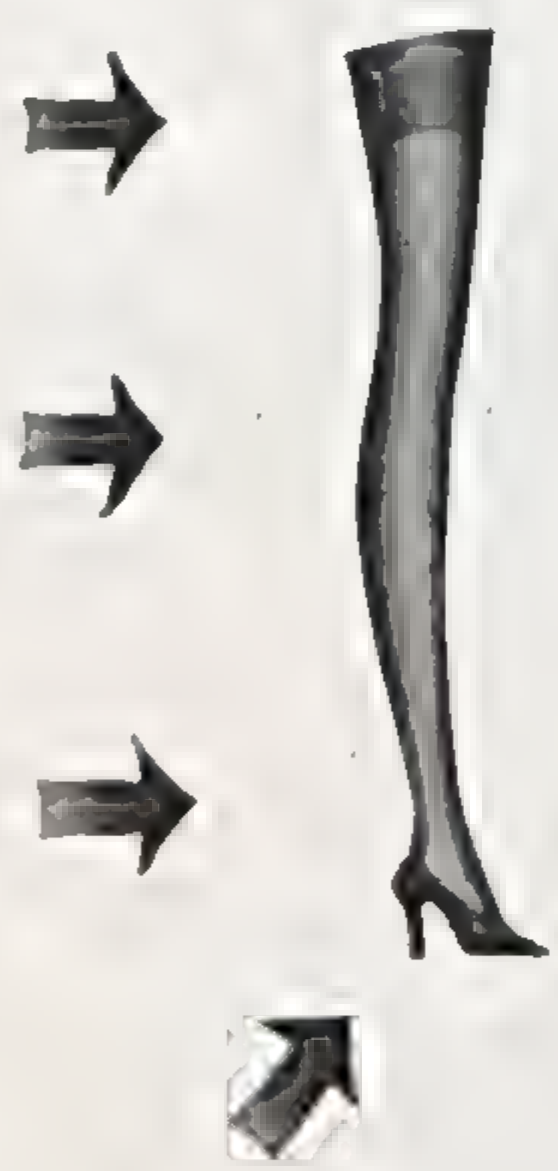



Women are different . . . in mind, makeup and manner . . . and fortunately so. But when it comes to the buying and wearing of stockings, they may be classified into three groups: short, medium and tall.

A rather obvious fact, perhaps, but no hosiery maker ever recognized its

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GORDON, the originator, knew that more than correct length was needed for perfect fit. So



GORDON fashions their stockings to the proper width, as well, so that they fit flatteringly at the top, calf, ankle and instep. This means that GORDON stockings individually proportioned in length and width look better, last longer, and afford more comfort. All of which is very important to your

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hosiery counter in one of the leading stores

that specializes in GORDON'S and ask for

Regal, if you are tall, *Princess*, if you are

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ORIGINATORS OF INDIVIDUALLY PROPORTIONED
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One thing certain in an uncertain world...the Talon slide fastener won't allow even the tiniest gap to show in your dress placket.



Outside the City Limits

SPORTS DRESSES



• Color contrast in a two-piece novelty crepe dress. Distinguishing details are the pockets in the top, the Talon fastener in the placket.

• Pigskin belt and clips on a smartly tailored wool dress. Slick lines through the waist result from the Talon fastener in the side placket.

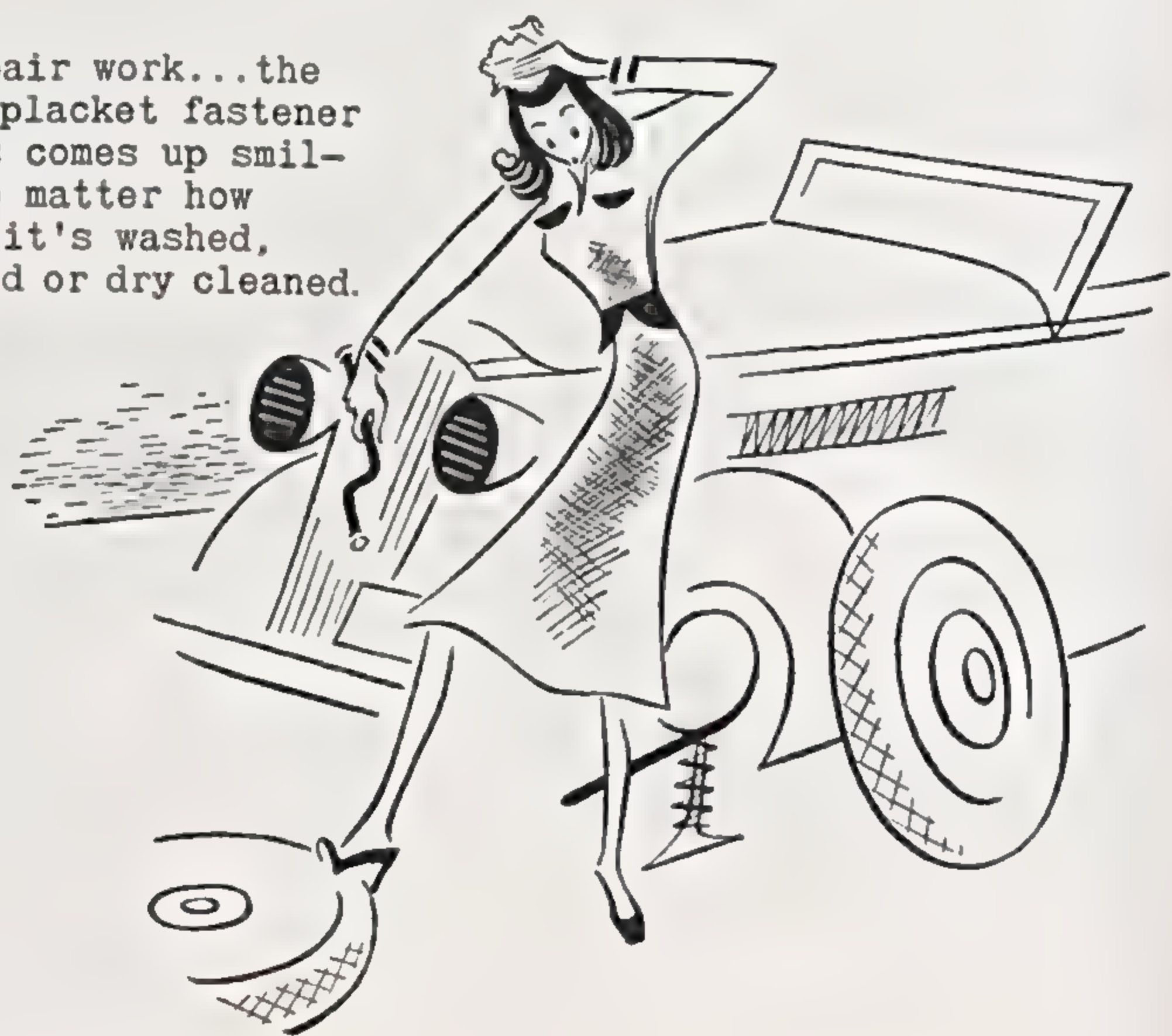
• One piece dress of natural wool has an important corded leather belt in contrasting color. Talon slide fastener closes the side placket.

• Short sleeved rabbit hair woolen dress uses lacings for decorative purposes. Keeps its hipline trim with a Talon placket fastener.

Active or spectator... sports dresses must have the same trimness of line as your evening gowns...that means Talon fasteners in the plackets.



No repair work...the Talon placket fastener always comes up smiling no matter how often it's washed, pressed or dry cleaned.



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Back to the Whirl in Town

Luille Corcos, famous New York artist, reports a hue and cry for **TALON** placket fasteners in both town and country clothes

MISSSES' DRESSES

Photographed at the Rainbow Room.



• A sheath of black crepe, edged in sequins, has a sequin jacket. Side placket closes with a Talon fastener.

• Line is the essence of this lovely crepe evening gown. Naturally, it calls for a Talon placket fastener.



• Gold kid applique for shoulder emphasis in a draped afternoon dress. Talon fastener keeps the placket trim.

• Gold and black lame for daytime formalities. Talon fastener in the side placket perfects the hipline.

• Velvet and lame in a smart bolero costume. Skirt closed smoothly with a Talon fastener in the side placket.

How comforting to know that the Talon slide fastener in your dress placket will never open accidentally, or even gap.



You can be a quick-change artist...when your dress plackets close with the speedy little Talon slide fastener.



All dresses on these two pages are creations registered with the Fashion Originators Guild...sizes 12 to 20 at leading stores.



The Talon fastener, properly applied, is entirely invisible when closed.

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Nightwear

BY
MUNSING
Wear



HERE'S night news from Munsingwear! Beautiful fine soft quality-knit pajamas and night gowns — the kind that keep you snugly warm yet looking your best. Flattering colors . . . designs as smart as your favorite dress come in the new Ripple-Knit Balbriggan and fancy pleated Tuck-Stitch sleeping-and-lounging garments. Be sure they're by Munsingwear. Then they'll wash, wear, and stay young and beautiful. There's a quality store near you that sells Munsingwear Nightwear. Also ask to see Munsingwear Underwear, Smart-Side-Out Hosiery and two-way stretch "Foundettes."

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Carolyn *designs for the woman with
young ideas! . . . in "Swanky"
. . . a fabric of CELANESE*

★ Pulsing colors . . current, red clay, flirt blue, green, antique mahogany. Bright. Alert. Full of life. And black, of course, because it is ageless. Dresses for street, afternoon, informal evenings. In Swanky, a new Belding fabric containing Celanese yarn . . soft, crepey, drapable . . willing conspirator in this plot to foil the years. Young with 1900's jeweled clasps, drapes, fringe, pockets and quilted cord trims. Half sizes and 36 to 44 . . . **\$19.95**

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Juliana, the princess of the newest patterns in solid silver, gains added beauty from a *finer silver texture* . . . a satiny sheen that becomes more softly mellow with each passing year . . . It's the finish developed at Watson Park, during sixty years of sterling craftsmanship . . . If you like today's trend toward the bold, simple, sculptured design then Juliana is your pattern . . . Send 10 cents for full size table setting reproductions, and three other popular Watson patterns . . . The Watson Company, 3107 Watson Park, Attleboro, Massachusetts . . . New York, Chicago, Los Angeles

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LOUNGE COATS *of* NORTH★STAR *Nocturne*

They're star material... and well they should be!... classic lounge coats made of the same feather-weight, supple-as-silk, pure fleece wool fabric as North Star's famous Nocturne summer blankets. You'll love their soft-as-down feel to your skin, their flattering lines that set off your figure. And the 5-gored skirt generously cut to stay tucked under securely. Nocturnes are grand for traveling. Surprise of surprises, they're practical, too... wash perfectly, and never, never fade. For double allure, match your lounge coat to your blankets... the smart world is doing it... and Nocturne lounge coats and blankets come in the same heavenly colors: wine, royal blue, rose pink, orchid, leaf green, French blue, deep rose... and a beautiful eggshell.

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Carolyn* Translates Paris Cables Into Coats for You!

FRONT ZIPS . . . FABULOUS FOX COLLARS . . . PERSIAN PANELS . . .
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PATOU'S, HEIM'S, BRUYERE'S . . . so flash the Paris cables. And voila! Here are
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The ZELNA



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Write for "FEMININE FOOTNOTES," our picture book of fall Foot Saver fashions and the name of the selected Foot Saver dealer nearest you. Address The Julian & Kokenge Co., 72 W. Main St., Columbus, O.

A Foot Saver Shoe, made over our exclusive Short-back Last, clings to heel and instep without pinching or cramping your toes.



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S H O R T B A C K
FOOT SAVER SHOES
for perfect fit at toe ... and heel

Foot Savers are
priced from
\$9⁷⁵ to \$14⁷⁵



I made it myself!

It has the subtle lines and the perfect detail of a top-price Paris import—but this dress can be created in your own sewing room!

You'll find it—together with 122 other examples of custom-made chic—in the October-November issue of Vogue Pattern Book. Here you'll see the whole story of the new mode translated into smart, "make-able" costumes.

But that's not all! This new Vogue Pattern Book brings you the vital statistics of new sleeves, silhouettes, waist-lines, hemlines. It gives you notes on accessories and trimmings—and it shows you a chart of 24 new fabrics—all reproduced in their actual colours.

Furthermore, this issue presents three wardrobes chosen by the editors of Vogue—one for the suburbanite, one for the girl about town, one for the woman executive. And it includes such helpful features as "wardrobe stretchers" (blouses, skirts, jackets, variable dresses)—designs to make the most of your figure—and six easy object lessons for amateur seamstresses.

Vogue Pattern Book's October-November issue (with half of its 58 pages in colour) is now on sale at all good news-stands. Its price is just 35c. If you like to sew—or have a good dressmaker—this book brings clothes success within your easy reach.

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Shagmoors fit into the American way of living so perfectly that it is understandable that they should be the foremost all-'round coats in America. You, the American woman, smartest in the world, go places, drive your car, travel, go to college, to business...you're a busy, important person. You must look your best at all times. Shagmoors are your dependable stand-bys. Note this season's straighter lines, richer colors, tricky seaming at yokes and shoulders. This year's Shagmoors are the best ever.

(Left) A coat to love and cherish. Youthful, luxurious Beaver collar on Alpaca or DeLuxe Fabric. Misses' and Women's Sizes . . . \$69.75
 (Right) A classic Shagmoor, topped with Wolf, makes this a coat any woman would be proud to wear. Alpaca or DeLuxe Fabric. Misses' and Women's Sizes . . . \$69.75

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ALL THAT'S
 NECESSARY
 . . . one word:

Shagmoor



**This is the cover
of**

October 15th

VOGUE



Jewels . . . Accessories . . . Furs

Coming next—the “Jewel” issue of Vogue, as beautiful and dramatic as opening night at the Opera!

Here you’ll see the magnificence of the mode portrayed, this time, in a portfolio of brilliant jewel photographs by Edward Steichen. Here you can examine, at close range, the jewellery of the season, as selected by Vogue’s

editors from collections in Paris and New York. It’s more important and exciting than ever, with news for every woman in the settings and unusual combinations of stones.

In this issue, too, are gay new accessories from both sides of the Atlantic. If you like drama in your clothes, here’s the place to let yourself go. If you must econo-

mize, a wise selection will give variety and spice to the simplest wardrobe.

And here is the latest fur news from Paris—featuring the continued triumph of Alaska sealskin, and new versions of the “bathrobe” type of fur wrap.

In other pages: more American adaptations of Paris

imports . . . a collection of Finds of the Fortnight (for the woman with more taste than money) . . . and a full quota of the inimitable Vanity Fair features.

Any one of these is sufficient reason for reserving your copy of October 15th Vogue now. Together, they make an early call at the newsstand imperative.

Vogue is the only Fashion Magazine published twice every month



Scuffless Heels

KEEP NEW SHOES
LOOKING SMART



Scuffless heels offer more than a promise for autumn smartness. Banished is the fear of scuffing or nicking the smooth elegance of your heels on motor car pedals, cinders, stairs, curbs and gratings. There's no more danger of cracks, checks, and scuffs when you wear shoes with scuffless heels.

Here are two formulas for foot beauty taken from the new fall lines of Wilbur Coon Shoes and C. P. Ford & Co. On each, as on hundreds of other chic models for fall and winter wear, scuffless heels are featured.

So many well-dressed women these days wear shoes with scuffless heels for lasting beauty. Nearly all the leading stores and shops carry a full line of styles on which Scuffless "Pyrheel" is used. Ask for these practical heels when purchasing your next pair of shoes.

Scuffless
PYRAHEEL

REG. U.S. PAT. OFF.

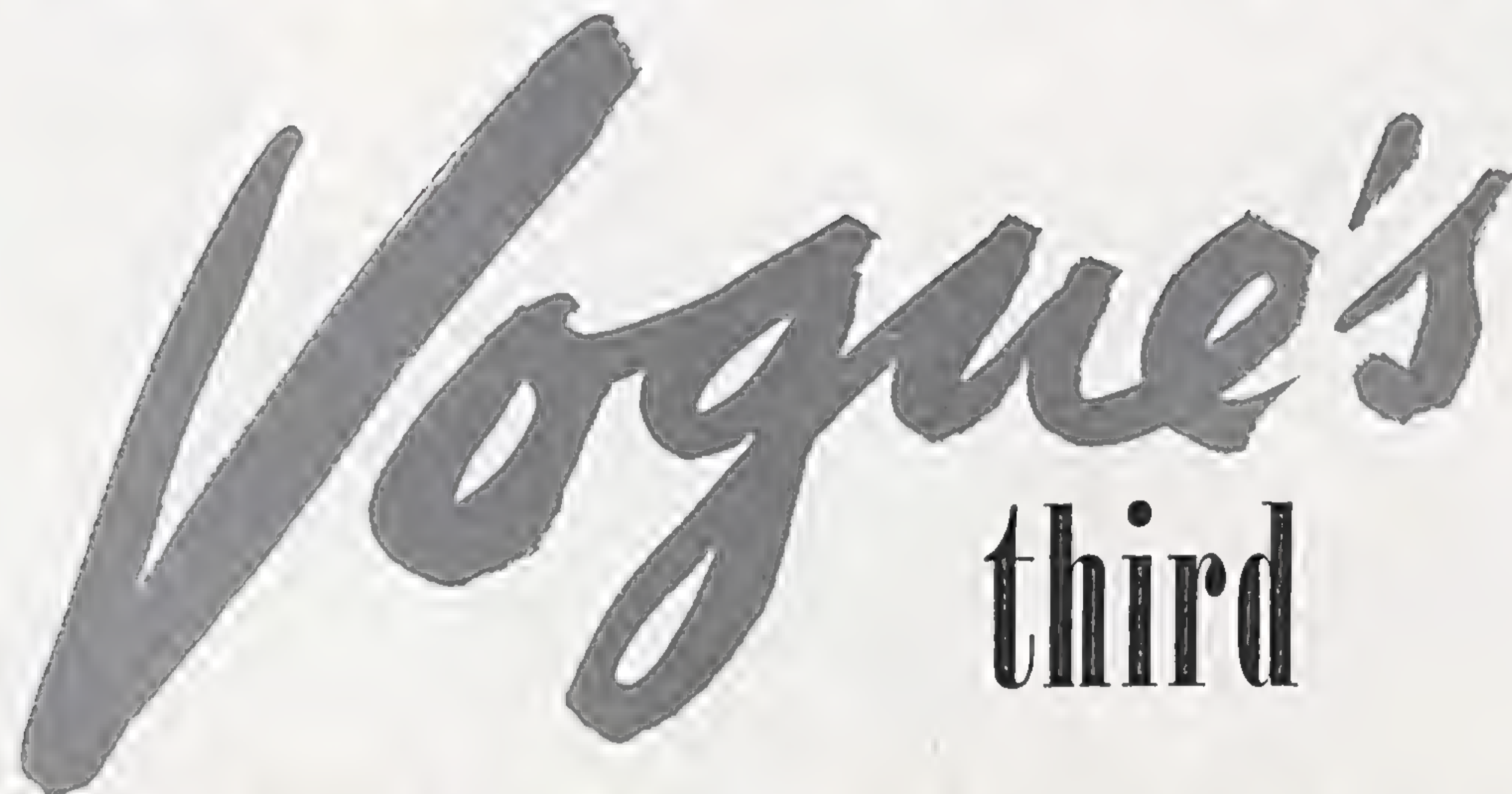


Here's a stunning C. P. FORD style in soft supple brown suede for flattering wear with street clothes. The *scuffless* heel is chic lizard effect—a perfect match for the neat trim.



This black suede T-strap model with patent leather trim is but one of WILBUR COON'S smart contributions to fall footwear. And, of course, the Cuban heel is Scuffless "PYRAHEEL."

THE EDITORS OF VOGUE ANNOUNCE


 The word "Vogue's" is written in a large, elegant, cursive script. Below it, the word "third" is written in a smaller, bold, sans-serif font.

PRIX de PARIS

A career contest open to members of the senior classes
of accredited colleges and universities

FOR the third successive year, the Editors of Vogue take pleasure in announcing a Career Contest open to members of the senior classes of accredited colleges and universities throughout the country.

As in the last two years, there will be two major prizes, each offering a position, with salary, on the staff of Vogue magazine. The winner of the first prize will be awarded at least one full year's employment with Vogue, six months of which will be spent in the New York office, the remaining six months in Vogue's Paris office.

A second prize of at least six months on Vogue's New York editorial staff will be awarded the runner-up. Both the first prize winner and the runner-up will be selected with an eye to their suitability for permanent positions on Vogue's staff.

Last year's *Prix de Paris* went to Miss Virginia Van Brunt, of Horicon, Wisconsin, a senior at the University of Wisconsin. Second prize was awarded to Miss Alice Schultz of Wellesley, Mass., a senior at

Smith. Besides the two announced awards, one contestant, Miss Rosemary Farr, of Barnard, was placed in Vogue's Editorial Department and another, Miss Elizabeth Winspear, of the Woman's College of the University of North Carolina, in Vogue's Merchandising Service Department.

Executives of leading stores, manufacturing firms, advertising agencies and newspapers continue to show great interest in the contest. They have again asked to be permitted to interview outstanding contestants in their respective localities. At least ten of the ranking participants in last year's *Prix de Paris* have already found positions with these organizations.

If you like fashions and want to make them your career, here is your great opportunity. You do *NOT* have to be a Vogue subscriber to enter the contest. Fill in the entrance blank on the opposite page and send it to us now. If this blank is not available for your use, write us and we will mail you another. *All entries must be received by November 20th.*

Here are the rules of the contest

- ① Each entrant must be a member of the graduating class of 1938 in a United States college or university which grants a recognized A.B. or B.S. degree.
- ② Each entrant must fill out an entrance blank. These blanks may be mailed immediately, or with the answers to the first quiz, not later than November 20th.
- ③ The contest will consist of two parts: first, a series of six quizzes to be answered by the entrants; second, a thesis (not to exceed 1500 words) on a general fashion subject to be selected by Vogue.
- ④ The first quiz of the series, based on the October 1st and 15th issues, will be published in the November 1st issue and the succeeding quizzes will appear in the issues of December 1st, January 1st, February 1st, March 1st and April 1st. Save your copies of Vogue until the end of the contest; you may need them for reference.
- ⑤ Each quiz will be made up of from 5 to 10 questions which will range, in subject matter, from definite fashion points to "idea" questions on the general fashion field.
- ⑥ Papers will be graded on these points:
 - (a) Fashion knowledge derived from a study of Vogue.
 - (b) Ability to write clearly and vividly.
 - (c) Dramatic presentation of ideas.
 - (d) General information.
- ⑦ Answers to each test must be mailed on or before the 20th of the month in which the test appears. Papers received with insufficient postage will not be accepted.
- ⑧ Entrants will be required to send answers to all six quizzes and write a thesis in order to be eligible for a prize.
- ⑨ Subjects for the thesis will be announced January 1st. Theses must not exceed 1500 words in length and are due on April 20, 1938.
- ⑩ All test papers and theses must be typewritten in double space on one side of the page. The name and college of the contestant must appear on every page.
- ⑪ The judges of the contest will be the Editors of Vogue. Their decision will be final.
- ⑫ The winners of the *Prix de Paris* will be announced on or about May 15th, 1938. The girls selected by the Editors, on the basis of test answers, theses and interviews, will join Vogue's staff for the following year. First prize is a year's employment with Vogue, at least six months of which will be spent in the Paris office. The winner will be paid an adequate salary *plus* her expenses to and from Paris. The winner of second place in the contest will be employed for at least six months in the New York office of Vogue. Suitability for permanent positions on Vogue's staff will also be a factor in the selection of the prize-winners.

INQUIRIES AND MATERIAL CONCERNING THIS CONTEST SHOULD BE ADDRESSED TO: VOGUE'S PRIX DE PARIS, 420 LEXINGTON AVENUE, NEW YORK CITY.

ENTRANCE BLANK

Please enroll my name as an entrant in Vogue's *Prix de Paris* contest.

Name _____

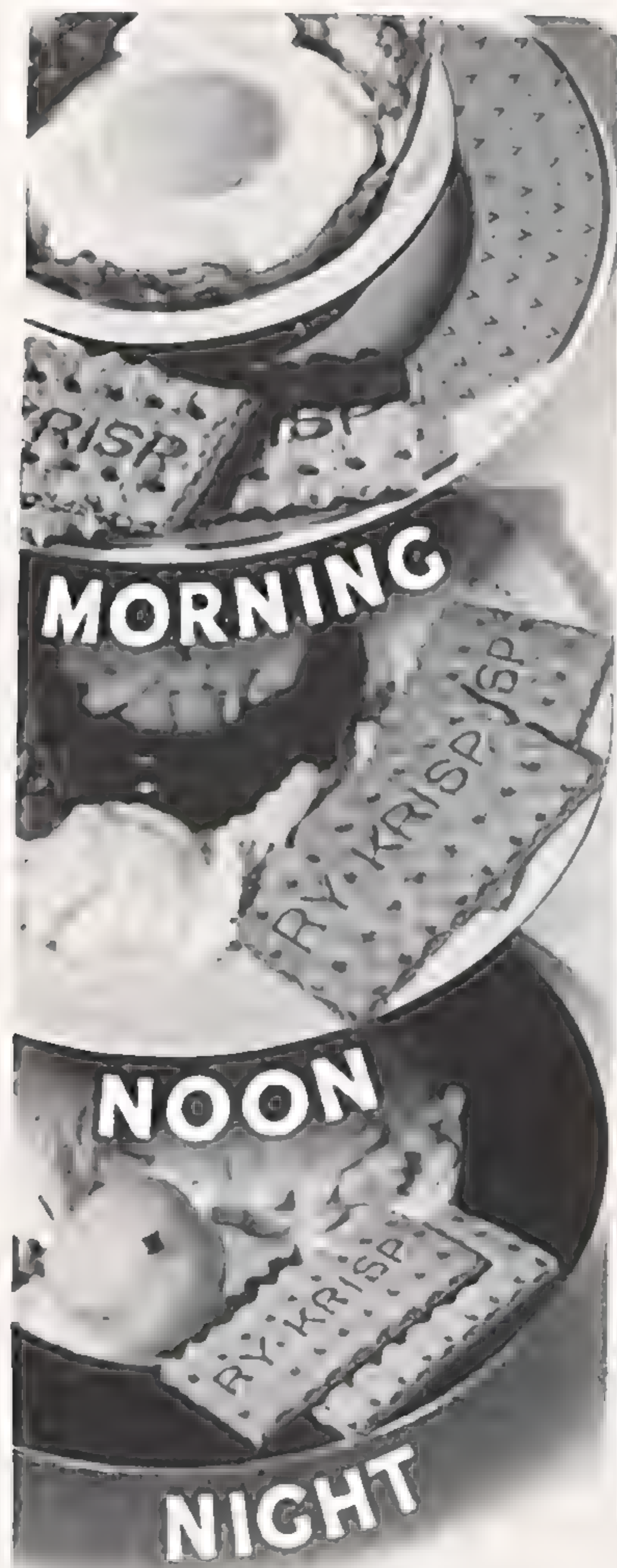
Home Address _____

I am a member of the class of 1938 of _____ College or University

College address _____



THE GOURMET'S GUIDE



RY-KRISP

Captures
all appetites

Any meal becomes a happy adventure when there's toasted Ry-Krisp on the table. Serve these delicious wafers with the morning eggs-and-bacon—with soups or salads—with full-course dinners. Give them to Junior for after-school munching. Have a package handy for Dad when he makes his midnight raid on the pantry. You'll find that Ry-Krisp's brittle-crispness and enticing flavor make a hit with everyone. Besides, Ry-Krisp promises you freedom from figure-worries—only 20 calories in each wafer.

Hear
MARION TALLEY
Sing

Every Sunday afternoon
NBC Red Network and other stations
5:00 o'clock, EST.



RESTAURANTS—dining

DIVAN PARISIEN

17 East 45th St.
Le Restaurant Par Excellence, Cuisine Française.
Famous for "Chicken Divan" and special salad.
Luncheon and Dinner
Finest vintage wines, and liquors.
Air Conditioning Vanderbilt 3-7897

THE MARGUERY—RESTAURANT FRANÇAIS

270 Park Avenue—Wickersham 2-8191
Rendezvous of the Elite of
Europe and America
Parisian Specialties Every Day
Luncheon—Dinner—Popular Cocktail Hour

JANE DAVIES'

145 West 55th St.
Luncheon 50c, 60c, 75c
Vintage Wines
Dinner \$1 and \$1.25

10 W. 55 FRANCES LYNN 52 E. 52

Smart clientele, deft service, delicious food.
For "Pennywise New Yorkers"
Luncheon 50c, 65c
Dinner 75c, \$1.

ALEXANDRA RESTAURANT—8 East 49th Street.

Champagne cocktail dinner \$1.10 & \$1.50. Daily 5 to 8:30 P.M. Sunday dinner—noon to 8:30 P.M. The most talked about dining place in New York.

CRILLON, 116 E. 48th St., justly famous for cuisine and cellar.

Prix-fixe luncheon and dinner in the restaurant. London Buffet in the Bar before the theatre; all you desire—one dollar. Air-conditioned.

HENRI—"A Bit of Paris in New York"

Finest food prepared in the true French manner. Dinner from \$1.50, 5 to 10 daily, all day Sunday. Also à la carte - 40 West 46 Street - BRyant 9-4340.

THE BLUE BOWL AT 157 EAST 48th ST.

specializes in good food served in informal and friendly surroundings. The kind of place you return to again and again. Luncheon 50c & 75c, Dinner 75c to \$1.15.

KENTUCKY SERVES A MEAL

Featuring real Mint Juleps
Luncheon—Dinner
Elizabeth D. Reynolds, Inc., 15 East 48th St.

GRIPSHOLM—324 East 57th Street, The Swedish restaurant featuring Swedish hors d'oeuvres with luncheon and dinner.

Luncheon 75c, dinner \$1.25. Cocktail hour. Air-conditioned. ELdorado 5-8476.

LA CRÉMAILLÈRE

Restaurant Français
Atop 30 West 59th Street, N. Y. City
Open Sundays at 5 P.M. ELdorado 5-9246

MIYAKO—JAPANESE CUISINE, 340 West 58th St., Columbus 5-0577.

Famous original Sukiyaki and Tempura Cuisine. Excellent luncheon and dinner. Open from 12 to 11 P.M.

JANET OF FRANCE—237 West 52 St., W. of B'way.

Famous for "Onion Soup". Plank Steak Dinner \$1.50. Regular French Dinner \$1.00. Luncheon 65c. See Janet's New Surprise Bar, CO. 5-8717.

LITTLE OLD MANSION—61 E. 52 St. Unusual Food Served in One of New York's Delightful Old Houses.

See our old world miniature garden. Lunches 50c up. Dinners 85c up. Catering. EL. 5-7868.

CAFE TROUVILLE, 112 E. 52nd St.—where you always meet your friends.

Lunch, Dinner, Supper with Bunty Pendleton at the piano & Pat Hays & Jimmy Ashley singing their original songs. EL. 5-9234.

THEODORE'S RESTAURANT, 4 East 56th Street.

Plaza 3-6426. One of New York's outstanding restaurants under personal supervision of Theodore Tiltze. Luncheon, Cocktails & Dinner. Closed Sat. & Sun.

PROMENADE CAFE—The Lower Plaza, Restaurant Français at 49th Street; English Grill at 50th, Rockefeller Center.

These two delightful restaurants flank the Lower Plaza and look out on famed Prometheus Fountain. A la carte.

RESTAURANT MAYAN, 16 W. 51 St., Rockefeller Center.

Popular rendezvous for luncheon, cocktails and dinner. Luncheon entrées from 60c. Dinner Prix Fixe served in sizzling skillet \$1.50, and à la carte.

GRAND CENTRAL TERMINAL RESTAURANT and Oyster Bar.

Lower Level, Grand Central Terminal. For oysters at their best—nationally famous for all sea food. Steaks and chops a specialty. Lunch from 65c. Dinner from \$1.00, à la carte.

WHEN AUTUMN COMES

Theatres and night-spots are filling up again, apartments have emerged from their summer wrappings, and all the parkways are jammed with homing city-dwellers. For the first of October marks the return of the native New Yorker.

You yourself may be among the throng, fresh from the country and full of country milk and eggs and butter—and all ready to unleash your appetite on somewhat more sophisticated food and drink, not to mention surroundings.

Right now is the time to do your restaurant hunting. Because (A) you'll probably have to dine out in any case while your apartment is being brought to rights again. (B) You'll need to have a few places on the tip of your tongue for those dear friends and relatives who will descend on you, especially since their illusions about worldly New Yorkers will be shattered if you don't produce. (C) You have a lot to catch up on—interior re-decorating, who's playing where, the special dishes which enterprising chefs thought up during the long summer days.

If, on the other hand, you're an out-of-towner, in New York to whip up a new wardrobe, you'll want to be in command of the eating situation by knowing where to go, what to expect when you get there, and the tariff.

In any case, the restaurants listed here will smooth your path. Among them are places near you, places at an interesting distance, places with cuisines that will supply an element of change.

Select deliberately, or shut your eyes and pick out a restaurant at random. Inaugurate the new season—in a new autumn dress, with tickets to a new play in your pocket, dining at a new restaurant, and with a new delicacy on the tip of your fork.

RESTAURANTS—dining

ROCKEFELLER PLAZA RESTAURANT—32 West 50th, Upstairs—the Plaza Room for Breakfast, Luncheon (from 75c), Cocktails, Dinner (from \$1) and Supper. Downstairs—the Old New York Room for Luncheon (from 75c), Cocktails and Dinner (from \$1). Both rooms are interesting, smart and informal.

24 WEST 55 ST. CAFE & RESTAURANT (Rockefeller Apartments—just off 5th Ave.).

Smart, restful atmosphere. Excellent cuisine. Breakfast combinations from 25c; Luncheon from 60c; large cocktails from 25c; Dinner from \$1.00. Also à la carte.

GOLDEN HORN, Armenian—Turkish. Where the connoisseur may find exquisitely prepared & classic dishes of the Orient.

Wines & liquors. Luncheon 65c, Dinner \$1.25. 39 W. 51 St., N. Y. EL. 5-8900.

CASTLEHOLM—Pare Vendome, 344 W. 57th St., Newest Swedish restaurant.

Unlimited helpings of Smörgåsbord with epicurean full-course dinner. \$1.25. Luncheon 60c. "A treat to repeat". CI. 7-0873.

JAPANESE GARDEN—RITZ-CARLTON HOTEL

48th St. and Madison Ave., New York

The cool and quiet court between the hotel and Carlton House is gay this month with trees and flowers. The brook is gurgling under the humped-backed bridge. The garden is open every day, Sundays and holidays included, for luncheon, tea, dinner. Dressing for dinner is optional. Most people don't.

THE BEDFORD HOTEL—RESTAURANT.

Luncheon from 55c. Dinner from 85c. Choice wines and liquors. Special 50c luncheon served direct in Bar. 118 East 40th Street, New York. CAledonia 5-1000.

RESTAURANTS—dining

CAFE LOUIS XIV, 15 West 49th, Rockefeller Center.

New York's distinguished restaurant. Lunch, cocktails, dinner and after the theatre supper. A la carte. Concert ensemble.

TESSIE'S OLD VIENNA—133 E. 54 St. (formerly 167 E. 56)

Austrian home cooking. Inim'able Wiener Schnitzel & Backhuhn. Original Old Vienna Peach Bowle. Luncheon 65c up. Dinner \$1.35 up. Bar.

RESTAURANTS—with dancing

LE COQ ROUGE—65 E. 56th St. Internationally famous cuisine. Continental atmosphere.

Luncheon, Dinner & after theatre. Dancing. George Sterney's Orchestra and "Le Coq Rouge Trio." Res. PL. 3-8887.

EL CHICO, 80 Grove St., Greenwich Village.

Dine and Dance in the atmosphere of Old Spain. Spanish Revue 8:30—11:30—1:30. Open 6 P.M. to 2:30 A.M. including Sunday. Dinner \$1.50 and \$2.00. Cover after 9:30 P.M. 50c. Saturday \$1.00. CHelsea 2-4645. Listen NBC every week.

DIMITRI'S CLUB GAUCHO—245 Sullivan St. Romantic Latin Atmosphere—Typical Argentine Food and Entertainment—Famous Gaucho Orchestra.

Open from 5 P.M. till 4 A.M. STuy. 9-8836.

NIGHT CLUB

LEON & EDDIE'S—33 West 52—Completely redesigned into a gorgeous tropical fantasy.

Everything new but the old spirit. Fun begins at cocktail time and never stops. Rain-cooled - air-cooled.

LOUNGE BARS

RITZ BARS are especially pleasant during and after football games—news ticker and radio give you scores and play by play.

Women's Bar for women alone or with escorts. Men's Bar for their exclusive use. The charges for drinks which reflect the reasonable food prices and room rates are the same in the bars as in the clublike Oak Room Grill and the Oval Room. Martinis 35c, Manhattans 40c, Scotch & Soda 45c. Ritz-Carlton Hotel, Madison & 46th, N. Y.

LONG ISLAND

ROUND HILL RESTAURANT, Séjour des Gourmets, So. Huntington, L. I.

Cuisine Française—Fireplace—Wines & Liquors. Open all year. 34 miles from N. Y. on Jericho Turnpike, Rt. 25, Huntington 1371.

LEO GERARD'S, Jericho Turnpike, S. Huntington, on Rt. 25, formerly C. S. Harbor.

Woodland setting. Specializing in Shore Dinners—Deviled Crab, Old Pine Taproom. Cozy fireplaces. Huntington 650.

NEW JERSEY

KUNGSHOLM, West Orange, Mt. Pleasant Avenue.

Deluxe Dinner with its famous Swedish Smörgåsbord (Hors D'Oeuvres). Dinner music and dancing nightly. Wines and liquors. Lounge bar. Orange 4-9786.

CONNECTICUT

THE PETTIBONE TAVERN (Weatogue), Simsbury, Conn.

From N. Y. Route 10, College Highway; from Boston via Stafford Springs. Charming old Tavern of Colonial Days. Outdoor garden. Simsbury 203.

BEACON HOUSE, Easton, Route 57 from Westport to 58 on Black Rock Turnpike, cross on 106.

Broad, windswept terraces, overlooking miles of beautiful countryside. For cooler weather log fires and charming interior. Luncheon, tea and dinner. Unsurpassed food. Chicken, steak, lobster specialties of the house. Serving from 12 noon to 8 P.M. Closed Mondays. Open until December first.

MASSACHUSETTS

THE TOLL HOUSE, Whitman, Built 1709, Route 18 from Boston to Cape Cod.

Nationally renowned. Spacious old fashioned outdoor garden, delightfully landscaped. Luncheon—Afternoon Tea—Dinner.

WASHINGTON

HARVEY'S FAMOUS RESTAURANT—1107 Connecticut Avenue.

Famous for notable dinners and distinguished diners since 1858. Your Washington visit should include this far-famed epicurean rendezvous in the Nation's Capital.

IN NEW JERSEY IT'S

CHANTICLER

THE ULTIMATE IN SUPPER CLUBS

Dinner & Supper Dancing Nightly

WM. E. NAUE - MILLBURN, N. J.

Vogue will be very glad to aid
you at any time by answering
questions concerning schools.
Miss Marian Courtney, Director

SCHOOL DIRECTORY

Telephone Miss Courtney at
MOhawk 4-7500 or write
Vogue's School Bureau at
420 Lexington Ave., N.Y.

Foreign School

BRILLANTMONT

Institution Heubi Lausanne, Switzerland
For girls from 12-20. Chateau: College Board Preparation and general courses. Villa: Complete course in Home Economics. Languages, music, art. Sports.
Mrs. A. V. HAWKINS, SYOSSET, L. I., N. Y.

Travel Abroad

TRAVEL STUDY YEAR ABROAD

November-May. January-June, 1937-1938. For girls after boarding school or Junior College. Residence in Paris, Florence, Rome, Vienna, Munich, London. Alpine winter sports. Eighth Season.
ALICE F. DAY, 21 DOWNING ST., WORCESTER, MASS.

Co-Educational Schools

LYCÉE FRANÇAIS—NEW YORK

American and French Boys and Girls 6-16. Day. Chartered by Regents. Same curriculum as in Lycées of France, with English. Dir. of Studies: PIERRE BRODIN, Agrégé de L'UNIVERSITÉ. DOCTEUR-ÈS-LETTRES, 22 E. 80TH ST., N. Y. C.

HALCYON FARMS SCHOOL

Country school for children 4-15. 5 and 7-day residence plan. High scholastic standards; progressive methods. Music, art, dramatics, Margaret Morris Movement. 400-acre farm estate 50 miles from New York. Mr. and Mrs. E. V. CLARK, DIRS., GOSHEN, N. Y.

CHERRY LAWN SCHOOL

A progressive school. Thorough academic training; expression in the arts; outdoor life. 28-acre campus, 40 miles from New York. Primary grades through college preparation. DRS. CHRISTINA STAEL AND BORIS BOGOSLOVSKY, DIRS., BOX V, DARIEN, CONN.

MORNING FACE

IN THE BERKSHIRES
A School for Younger Children
Sound preparation for leading secondary schools. Home care and abundant outdoor activity. 145 acres. Rev. & Mrs. WM. M. CRANE, RICHMOND, MASS.

THE INTERNATIONAL SCHOOL

Country boarding school, 150 acres in historical setting. Primary and preparatory; happy home life, full charge taken the year round. European background. Instructors, pupils; languages spoken. L. RAY OGDEN, FALL HILL, FREDERICKSBURG, VA.

OUT-OF-DOOR SCHOOL

SARASOTA, FLORIDA
Progressive resident and day school for boys and girls 3-14. Health program. Riding, fall term. In N. C. mountains. Swimming. FANNEAL V. HARRISON, DIR. N. Y. ADDRESS: 32 W. 58TH ST. WICK. 2-0288.

GRAHAM-ECKES SCHOOL

On the Ocean Front, Resident, Day. College Board Prep. Lower School. Outdoor life, small classes. Art, music, drama, all sports. INEZ GRAHAM, HEADMISTRESS, LLOYD KERN MARQUIS (HARVARD). HEADMASTER, DAYTONA BEACH, FLORIDA.

Any of the schools advertised here
will gladly give you further information. Letters mentioning Vogue will
receive special consideration.

Women's Colleges

MARYMOUNT COLLEGE

Accredited. Resident and non-resident. Confers B.A., B.S. Degrees. Music, Art, Pedagogy, Journalism, Household Arts, Dramatics, Secretarial, Pre-Medical, Athletics. Branches—Paris and Rome for foreign study. Address REV. MOTHER, TARRYTOWN, N. Y.

MARYLAND COLLEGE

For women. Degrees, certificates. Home Economics, Music, Kindergarten Training, Speech, Secretarial, Fine Arts. Pleasant social life. Sports. Near Baltimore. Riding, swimming. Catalog.
BOX V, LUTHERVILLE, MARYLAND

BRENAU COLLEGE

For Women. Located Foothills Blue Ridge Mts. near Atlanta. Standard A.B. Degree. Also 2 year Jr. College. Music, Oratory, Dramatic Art, Phys. Ed. All sports. Attractive social life. Bulletins address: BRENAU, BOX V-6, GAINESVILLE, GA.

LINDENWOOD COLLEGE

Confers A.B., B.S. and B.M. degrees. Also 2-yr. Junior College. Prepares for civic and social leadership through modernized curriculum. Vocational courses. Special work in music, art. Near St. Louis. Sports. Catalog. Box 437, ST. CHARLES, MO.

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154 East 70th Street, New York. Resident and day school for girls. Accredited. Elementary, College Preparatory, Secretarial and Junior Collegiate courses. Music. All athletics. 80th year.
M. ELIZABETH MANLAND, PRINCIPAL

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1027 FIFTH AVE., NEW YORK CITY
2-Yr. Liberal Arts, Music, Art, Secretarial, etc. Branches—Paris & Rome for foreign study. MARYMOUNT SCHOOL, 5TH AVE. AT 84TH ST.—Pre-primary through High School. Address Rev. Mother.

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351 RIVERSIDE DRIVE, NEW YORK
Resident, Day, Postgraduate, Special Courses, College Prep., Art, Music, Dramatics, Secretarial, Household Arts, Athletics. Country Estate week-ends. 40th year. Mrs. T. DARRINGTON SEMPLE, PRINCIPAL

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Two-year accredited courses in Liberal Arts, Fine and Applied Arts, Theatre Arts, Music, Homemaking, Writing, Secretarial Training for graduates of secondary schools. Day and Resident. Mrs. JESSICA V. COSGRAVE, A.B., LL.B., PRES., 61 E. 77TH ST., N. Y.

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OF SAINT MARY GARDEN CITY, L. I., N. Y.
Episcopal school for girls in country near New York. General and college preparatory courses. Graduates in all leading colleges. Art, music, dramatics. All sports; riding, swimming. MARION V. REID, PRIN.

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Briarcliff Manor, N. Y. Two years of accredited college work. Art, music, theatre arts, interior decoration, costume design, social work, journalism, home economics, business science. Near N. Y. C. All outdoor sports, swimming pool. REGISTRAR, BOX V.

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AND JUNIOR COLLEGE
Resident and non-resident. Accredited. Upper and Lower Schools—College Prep. Music, Art, Dramatics, Sports. Branches Paris and Rome for foreign study. Address REV. MOTHER, TARRYTOWN, N. Y.

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A small unique school offering college preparatory or special courses. Languages emphasized. Music and art. Combines country life on beautiful estate with advantages of New York. Riding featured. Catalog. Miss LILLIAN CLARK WEAVER, TARRYTOWN, N. Y.

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For young women. College preparatory, advanced courses in liberal and fine arts, secretarial science, medical asst., home ec., speech arts, journalism. All sports—riding, pool, lake, golf course. Moderate rates. Catalog. BOX V, BRIARCLIFF MANOR, N. Y.

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For Girls. Accredited college preparatory, general courses. Music, art, secretarial, dramatics. On beautiful Lake Glenside. All sports—riding, Gymnasium. 54 acres. Separate Junior School. 71st year. Catalog. DR. H. E. WRIGHT, PRES., BOX V, CARMEL, N. Y.

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Four-year preparatory for C.E.B. exams. Two-year advanced course for diploma or transfer to colleges. Art, Music, Drama, Business, Household Arts. Riding, golf, crew, swimming, hockey. Mus. E. RUSSELL HOUGHTON, BOX V, COOPERSTOWN, N. Y.

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MODERN COUNTRY DAY SCHOOL FOR GIRLS
Est. 1827. College Preparatory, General & Post-graduate courses. Sports, Dramatics, Arts. Pre-school to college. Residence for Junior and Senior years. RUTH WEST CAMPBELL, HEAD, GREENWICH, CONN.

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On the Sound—At Shippan Point
Preparatory to the Leading Colleges for Women. Also General Course. Art and Music. Separate Junior College. Outdoor Sports. MARY ROGERS ROPER, HEADMISTRESS, BOX V, STAMFORD, CONNECTICUT

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College preparatory, general, secretarial courses. 1-yr. post-graduate in any course. Dramatics, music, art. Junior School. Sports, riding. 40 mi. to N. Y. Catalog. MARGARET R. BRENDLINGER, VIDA HUNT FRANCIS, PRINCIPALS, BOX V, NORWALK, CONN.

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Oldest junior college in New England. College preparatory department. Academic and liberal arts courses with transfer privileges. Vocational courses. All sports. Campus of 125 acres. Catalogue. MARY L. MAROT, PRESIDENT, THOMPSON, CONN.

Girls' Schools

ST. MARGARET'S SCHOOL

Emphasizes preparation for the leading colleges. Excellent general course with music, dramatics, art, secretarial work. Hockey, riding. Other sports. Country estate, modern building. Estab. 1865.
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Thorough education for girls 6-18. Progressive methods. Small classes. Small groups live in cottages. 60-acre farm in Berkshires. Ponies to ride, skiing, coasting. All usual sports. Music, art. Catalogue. Mrs. WM. SPINNEY, BOX 104, LITCHFIELD, CONN.

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A Friends School for Girls emphasizing Preparation for College and Gracious Living. Music, Art, Expression, Upper and Lower Schools. Grad. Course Secretarial Science. Joyous outdoor recreation. Mr. and Mrs. ROBERT OWEN, BOX 121, VASSALBORO, ME.

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A girls' school modern in spirit, methods, equipment, rich in traditions. College preparatory, general. Art, Music, Dramatics, Dancing, for all. Sports on 170-acre Farm. Riding. Junior residence for girls 8-13. M. HELENA DEY, M.A., PROVIDENCE, R. I.

THE ERSKINE SCHOOL

College courses for graduates of preparatory schools. City advantages in the Arts, Social Service and Secretarial Science. Dramatics. Riding and outdoor recreational opportunities. Miss EUPHEMIA E. MCCLINTOCK, 129 BEACON ST., BOSTON, MASS.

GARLAND SCHOOL

Training for homemaking and allied vocations. One- and two-year courses for girls of college age. Technical and cultural subjects. Four residence practice houses. Mrs. GLADYS V. JONES, 409 COMMONWEALTH AVENUE, BOSTON, MASSACHUSETTS.

ABBOT ACADEMY

Founded 1829. Rich traditions combined with modern methods. College preparatory and general courses. Excellent facilities for art and music. Beautiful country campus near Boston. All sports. PRINCIPAL: MARGUERITE V. HEARSEY, ANDOVER, MASS.

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Country school for a limited group of girls. Near Boston. College preparatory and general courses. Small classes. Congenial home life. Basketball, hockey, riding, and tennis. Catalog. Miss AUGUSTA CHOATE, 1000 BEACON ST., BROOKLINE, MASS.

LASELL JUNIOR COLLEGE

For young women. Ten miles from Boston. Two-year courses for H. S. graduates. Special subjects. Gymnasium, swimming pool. Sports—golf, skiing, riding, tennis. Catalog. GUY M. WINSLOW, PH.D., 126 WOODLAND ROAD, ATBURNDALE, MASS.

THE DANA HALL SCHOOLS

Tenacre—For young girls from eight to fifteen years. Dana Hall—College Preparatory and General Courses. Pine Manor—Junior College. Music, Art, Homemaking. HELEN TEMPLE COOKE, HEAD, BOX G, WELLESLEY, MASS.

ROGERS HALL

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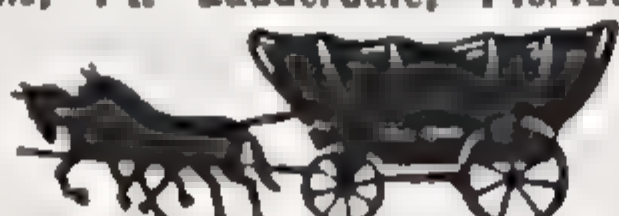
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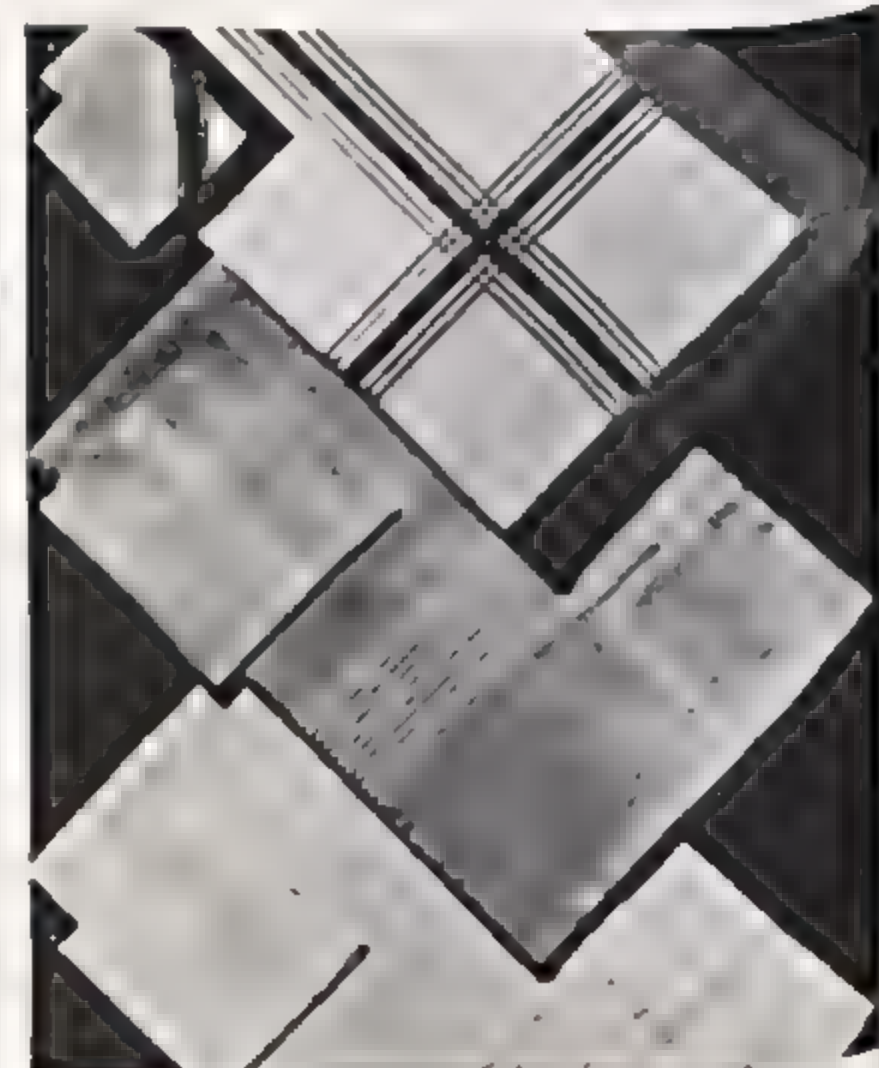
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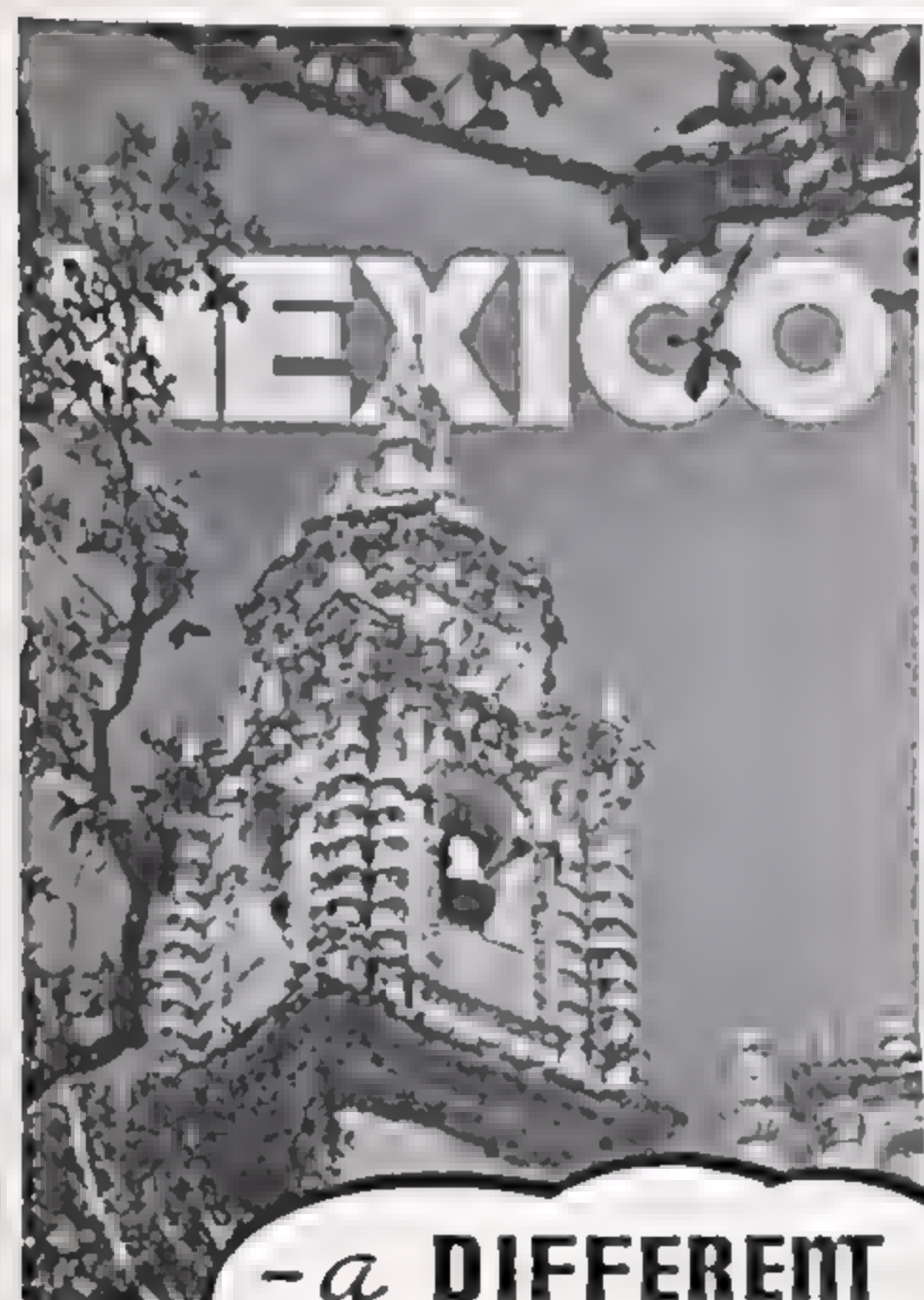
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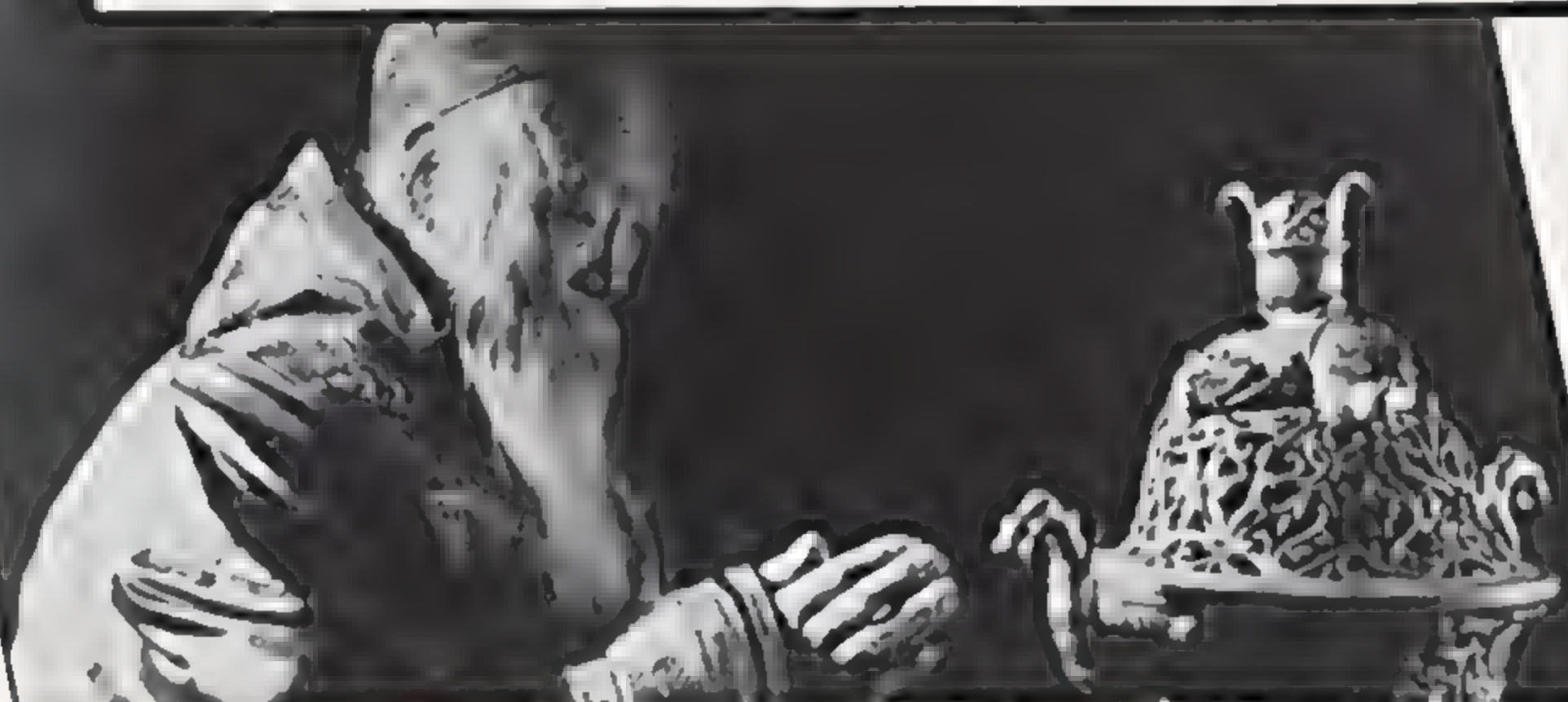
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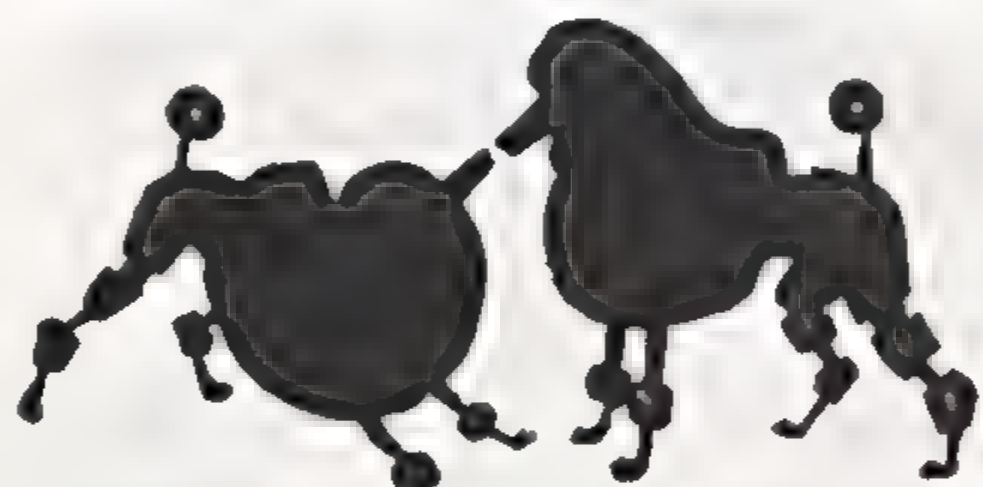
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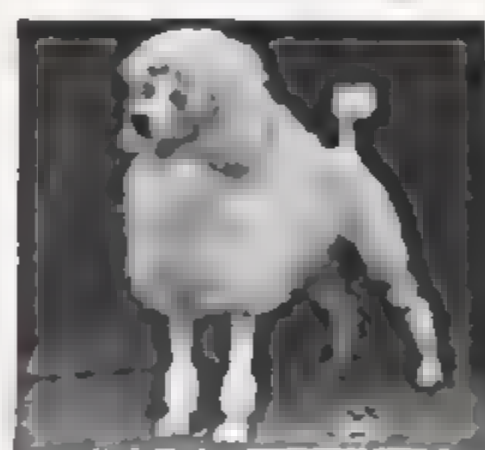
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THE DOG MODE



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Training for obedience

TOO long had we overlooked the necessity of combining beauty and conformation with utility and companionship in the pure-bred dog. We concentrated on type. Outside of demanding perfect ring manners from our show dogs, little heed was given to the methods of training and the capabilities of the individual dog for working in perfect coordination with his owner under a variety of circumstances.

It is true that we had our training schools and our stunt dogs, but, to the average owner, the question of obedience in a pet was somewhat of a mystery. Fido would shake hands, bark on occasion, but, as for doing what was wanted of him in a definite situation—well, that was something different. It was more or less a precluded belief that not all of the recognized breeds were amenable to training; some never could be made to follow instructions or to obey commands. All in all, our ideas on this most fundamental phase of dog ownership were a jumbled mass of fact and fancy.

To-day, however, the whole conception of training has changed. You have only to see the work done by amateur handlers in the show-rings around America to realize that the little-over-a-year-old Obedience Test Club is making tremendous strides to acquaint the public with the utility and brain-power of the pure-bred dog. This question of training is of vital importance to the owner of a pet, as well as to the professional breeder, for the novice plays just as important a rôle in this problem of obedience as does the exhibitor.

Beyond the question of a doubt, it has been proved that there is no such thing as the unsuitability of a breed for Obedience Training. For in the five Obedience Test classes, which are now in operation in various parts of the United



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Here you see various breeds in training for
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States, thirty-five of the recognized breeds are represented. These range all the way from the one-hundred-and-fifty-pound Newfoundland to the eight-pound Yorkshire Terrier.

The Obedience Test Club was founded in March, 1936, a month after the American Kennel Club had approved the rules for Obedience Tests. From its eight-member beginning, it now includes one hundred and ninety-five men and women, in approximately fifteen different states. Much credit should be given Mrs. Whitehouse Walker for putting into actuality what had been in the minds of those interested in the betterment of pure-bred dogs, as far as training is concerned. We owe much to her for the establishment of a concrete and workable method for training classes, both in the founding and as an integral part of dog shows.

At the present time, there are five training classes: in Bedford Hills, New York; West Stockbridge, Massachusetts; South Orange, New Jersey; Elberon, New Jersey; and Canoga Park, California. In the main, kennel owners comprise the majority of the members of these classes. Naturally, they were the first to realize that this work could be extended to include all their dogs—show prospects as well as pets. They could breed for brain and ability, as well as type, and sell their dogs either with Obedience Test ratings or with the idea of being trained later on at one of the classes. More and more, the novice sees in these classes a solution to his problem of getting the most out of his dog and of making him respond to his commands and orders.

The members of the various classes meet once a week with the Director and the trainer. As an added innovation, the Bedford Hills Training Class has established evening meetings for those who can not attend during the day. Besides actual instruction, advice is (Continued on page 58)



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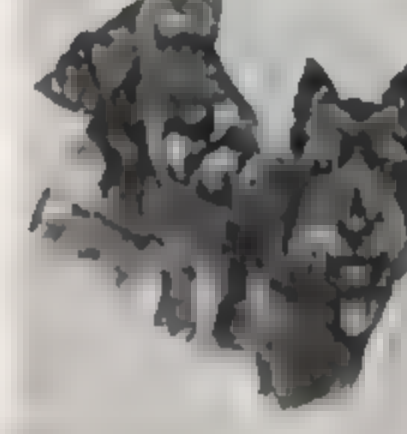
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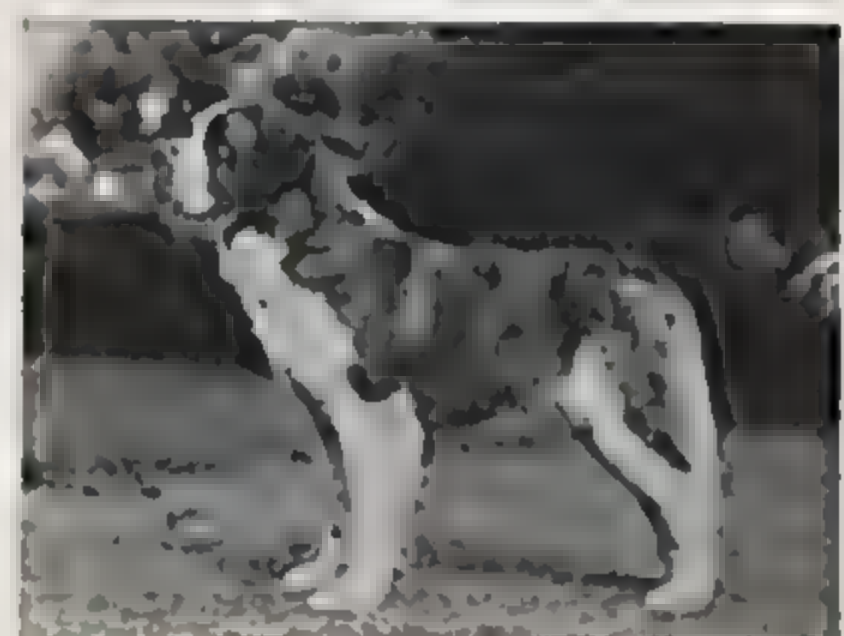
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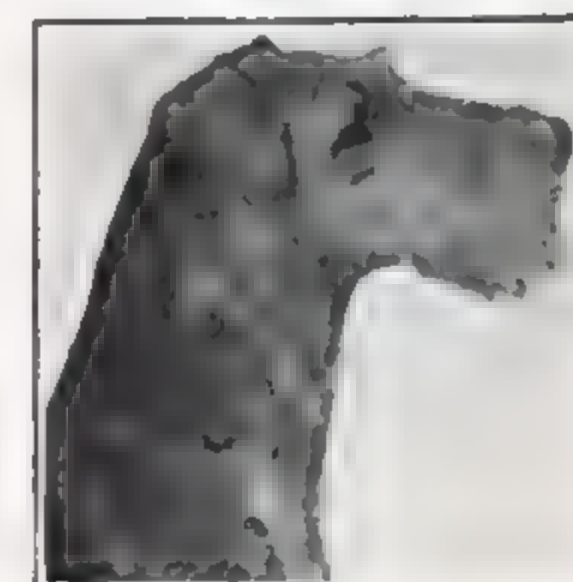
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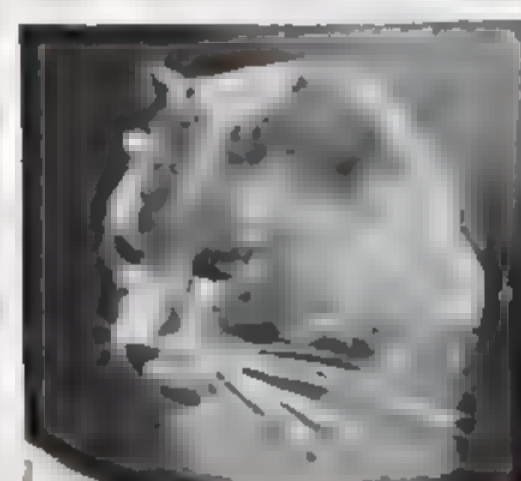


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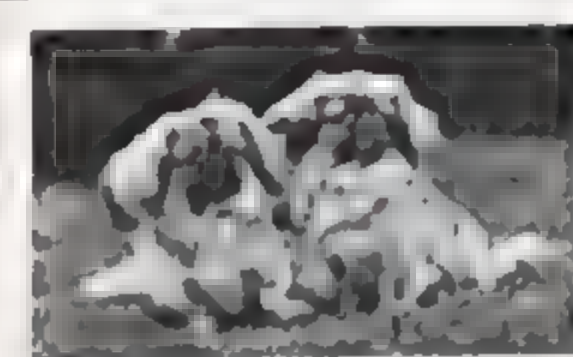
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THE DOG MODE OF VOGUE



Each of these members of the Bedford Hills Training Class may well exhibit her dog with pride

(Continued from page 57) given and corrections are made, which are invaluable to dog and trainer. Best of all, these meetings teach both to work in a group and to become accustomed to all sorts of distractions.

The courses at these various classes are conducted in practically the same manner, and one is struck by the seriousness and earnestness of the members. The procedure follows the most rudimentary principles of training. You learn how to gait your dog to your individual stride on a loose leash; to "halt," to "heel," to "right and left turn." Then the leash is removed, and the dog is put through the same tests. He is taught to obey you alone, to be responsive to none but you, and he acquires poise and assurance, so necessary for any kind of training whatsoever.

On the other hand, it gives you, above all, a knowledge of your dog and of his capabilities. In this way, your management and care of him will be greater than it could possibly be under any haphazard system you might chance to employ. After the preliminary work is completed, the dog learns all the intricacies of retrieving, long jumping, the sit and long down, tracking and scent discrimination.

It is not a difficult, arduous task—this business of Obedience Training. You will find in it a fascinating new hobby—one that brings to the fore all the innate intelligence and character of your dog. You will learn to concentrate on him; no longer will you be conscious of others about you. And should you exhibit at dog shows in the future, all those flustered, nervous errors you once made will be things of the past. Best of all, you'll meet men and women who have devoted many years to dogs, who know much about them, and who are always willing to give you advice and assistance.



These members of the Berkshire Training Class relax a moment after a round of Obedience Work

THE DOG MODE OF VOGUE



Twenty-two members of the California Training Class are gathered here, their dogs well in hand

Do not place much stress on the idea that your dog is too old for training. A ten-year-old Irish Terrier went through all the paces of Obedience Work with an alacrity that should be the envy of his two-year-old grandchildren. Intelligence and training were the all-important factors.

However, do not attempt to train the young puppy. During the growing period, he should have as many opportunities for romping and enjoying himself as is possible. Later on, when he reaches maturity and becomes accustomed to people and things about him, he can be put through the training course.

All the indications—large entries at shows, the growing demand on the part of purchasers for properly trained dogs, and the satisfaction of those who own obedient dogs—seem to establish once and for all the place of Obedience Training in canine affairs in this country. For it seems to be that the old assertion of the lack of intelligence in the pure-bred dog is so much nonsense and that Obedience Training has proved the falsity of this statement.

• Should you wish further information about training classes and Obedience Work, we suggest you write to The Dog Mode of Vogue, 420 Lexington Avenue, New York City.



Mrs. Whitehouse Walker and Miss Saunders with four handsome Obedience-trained Poodles

• If the breed of dog you are looking for is not advertised in the Dog Mode, we will be glad to offer assistance in locating it.



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*Vogue Covers***The wheels turn**

Probably more automobiles than have ever been collected at one time under one roof will be on display at the World Premier Miniature Automobile Show, to be held from October 6 to October 12 at the International Building, Rockefeller Center.

There you can see: Tiny automobiles no longer than your thumb; automobiles run by leg power; automobiles fifteen feet long with gasoline or electric power, these to be driven by older boys and girls; tiny accurate trailers; exact replicas of leading cars, furnished by the manufacturers themselves; foreign-make cars, racers, and the more workaday trucks and tractors.

The Miniature Automobile Show is for the benefit of Boys' Brotherhood Republic, Inc., of New York, a self-governing association that's really a city-state, with Mayor, court, judges, bank, and a City Hall of its own. The boys of the Republic are enrolled from the most squalid of city streets, and their energies run into safe channels. The Board of Directors of the Republic, which includes many prominent New Yorkers, will form the foundation of many of the Show committees.

Some of the little cars in the show are to race—though some are just toys, others are so scientifically complete that you can lift the hood and see a scale motor purring away inside. Primarily for children, the show will doubtless attract many adults, particularly those who like to run their hopefuls' electric trains at Christmas. We're just warning you—if you take your children to the Miniature Automobile Show, be prepared to stay until closing time.

Eighty-Second Street

Varying from ancient to modern, from textiles and paintings to ceramics and sword guards, the exhibitions scheduled for October at the Metropolitan Museum of Art offer a selection wide enough to please any one with an intellectual Wanderlust.

Continuing the series of displays of contemporary industrial art, an international exhibition of rugs and carpets will open in gallery D 6 on October 12. Modern designs in floor coverings from eight or nine countries will be represented. On October 10, the recent acquisitions from the museum's excavations at Nishapur will be displayed in Gallery E 15. The material consists mostly of stucco reliefs and ceramics, representing types hitherto unknown.

The most important private collection of its kind in the country, Japanese textiles and metal work from the Mansfield collections, will open on October 10 in the room of recent accessions. The greater part of

the showing will be the metal work, consisting of four hundred and eighty-eight sword guards and miscellaneous metal work. On exhibition with it are Japanese masks, robes, costumes, and a few priest robes and other textiles.

The exhibit of prints by Renoir and his contemporaries, and of Egyptian acquisitions, will continue on through October. The former is being displayed in Galleries K 37-40, the latter in the third Egyptian room.

The Levy Gallery

The Julien Levy Gallery has moved into new spacious quarters at 15 East Fifty-Seventh Street (Fifty-Seventh Street being the "happy hunting-ground" for art). This gallery has shown us, with unfailing regularity, the work of some of the most interesting of the younger painters, and it was with considerable curiosity that we dropped in to see the new place.

We were first impressed by a startling innovation in gallery design—the walls were curved! One has the impression of being inside a great white piano. (Mr. Levy explained that the curves derived from the shape of a painter's palette.) This shape appears not only decoratively effective, but practical, too. The light follows the walls more softly than in a rectangular room, people pass by the pictures in natural, easy paths of circulation, and the pictures present themselves one by one, instead of stiffly regimented as they would be on a straight wall.

The pictures for this first exhibition are chosen to present a survey of the work introduced to New York by the Julien Levy Gallery in the past several years. Mr. Levy believes that the well-known modern painters such as Picasso and Matisse are the accepted masters of yesterday, but there are already younger painters "after Picasso" who will be the accepted masters of tomorrow. These men divide into two tendencies, Surrealism and Neo-Romanticism. The essential differences in these two movements can be profitably studied in the present exhibition, where we see the Surrealism of Salvador Dali, Max Ernst, and others, contrasted with the work of such modern romantics as Pavel Tchelitchew, Eugene Berman, and Leonid Berman.

The first one-man show in the new gallery will be given to Tchelitchew and will open October 19 with an exhibition of his portraits. The portraits will be of particular interest to art enthusiasts because of the new theory of iridescence introduced into modern composition by Tchelitchew. In addition to being a Neo-Romantic painter and portraitist, he is also a stage designer of renown, and designed such ballets as "The Ode," done in Paris for Diaghilev; "Errante," which was later presented

the town

by the American Ballet in New York to win wide acclaim; and the settings for the opera "Orpheus," presented in 1936. Readers of Vogue are already familiar with one aspect of this famous modern painter through the designs and covers he has executed in the past for our pages.

A family affair...



You may walk past it completely the first time—and have to inquire at the corner drug store for Nucci's, of 240 East Fortieth Street. It's

one of those unpretentious Italian restaurants, the kind of place that real New Yorkers love, and that tourists hear about but seldom find.

The Nucci family runs the little place themselves, and everything about it has a politely reserved, but friendly family air. You walk down a few steps from the street into the plain little dining-room. On warm days, Mr. Nucci will call to you from the kitchen and beckon you out through the kitchen to the garden, where small tables are scattered under the vine-covered trellis.

Everything is informal: the Nucci boys, with shirt-sleeves casually rolled up, wait on the tables; Maria, the slim, attractive daughter, occasionally bursts into song as she serves the patrons; Mrs. Nucci stops to reprove the cat who wanders in a queenly manner among the tables; a parrot chatters from the next apartment-house.

One relaxes completely into enjoyment of the excellent *minestrone*, chicken *cacciatore*, spinach *latode*, and, of course, the spaghetti without which any Italian menu would seem incomplete. The dinner is done as it should be done, too, with delicious antipasto, with wine, "*bianco* or *rosso*," with large slices of dark bread, with olive-oil and wine-flavoured vinegar sauces. In fact, this little restaurant undeniably has atmosphere—the kind of atmosphere that grows upon one, and makes one decide to come back to these Nuccis of the supreme Italian cuisine.

Big broadcast

Well, we're just back from our annual tour of inspection of the National Broadcasting Company's studios at Rockefeller Center. In the past year, this Guided Tour of NBC's inner sanctum has jumped by leaps and bounds. (So far they've had about 480,000 visitors; by the end of the year they predict over 600,000.) According to Mr. Charles A. Thurman, genial director of this activity, the trip is second to Mount Vernon in the hearts of our countrymen as the most popular guided tour in the country.

The only important change this year is that they've knocked out the wall between the NBC mezzanine gallery and the Museum of Science and Industry, next-door. As soon as you get through seeing how radio programs are born, you can step next-door with the greatest of ease, punch buttons, and find out the way in which dry-docks and other incredible things actually work.

Incidentally, Mr. Thurman tells us that Professor Einstein recently walked up to the cashier's booth at NBC, just like any ordinary mortal, and put down his forty cents for admission. He was, of course, immediately recognized. A special staff of engineers was summoned to cope with all possible questions, and each technical facet of the big, beautiful master control board was thoroughly explained while Einstein looked on in silence.

"Well, Mr. Einstein, what did you think of the studios?" at length asked a proud (but breathless) engineer.

Mr. Einstein paused a moment in thought, then made his only comment of the day. "Very complicated," he replied, wistfully.

Smash-up ahead

If you're interested in finding out just what this planet is coming to, stop by the Hayden Planetarium some October day for a scientific preview of the end of the world. Small though the earth is, most of us are definitely interested in what happens to it. And even though the final dissolution is some millions of years ahead, the thought of it evokes a certain scalp-prickling.

As time goes on, the scientists claim, the moon will crowd closer and closer to the earth. Finally it will get too close and start breaking up—first into halves, then into quarters, and finally into millions of pieces, all of which will go on circling the earth the same way the parent moon did. This will all be very pretty, and a great help to song-writers (When the Moons Come Over the Mountain, Me and the Men in the Moons, etc.), but it's going to play havoc with the earth's surface. Earthquakes will make contemporary ones seem like mere quivers. Mountains will topple like sand-castles, and continents will rise and sink. That is obviously going to make living pretty difficult, but by that time people will probably be week-ending around on various other planets, where they can watch the earth disintegrate in safety, if not without a twinge.

The Hayden Planetarium will show you just how the moon is going to break up, and how the earth will look with the pieces floating around it—something like Saturn. A ringside seat for the end of the world—that ought to get you out of your easy-chair. (Continued on page 62)



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VOGUE COVERS THE TOWN

Unbreakable camera



Self-conscious people, who grin sickeningly into cameras, need no longer endure hours of tedious posing. (They need no longer apologize for the grim results, either, or try to improve them with shining silver frames.) "Polyfoto," the new candid camera on wheels, takes forty-eight pictures in ten minutes—while the sitter talks, smokes, or breaks into at least one spontaneous smile. For the sum of one dollar, a wide choice of possible enlargements is put before you, and the cost of these enlargements ranges from eighty cents to \$2.50—depending on the size and mounting.

"Polyfoto" has already been a sensation in London, Paris, and throughout the Scandinavian countries, and is now being introduced to America at John Wanamaker's. Evidently such people as the Duke of Kent, Lord Beaverbrook, Sir Leslie Hoare-Belisha, Lady Plymouth, and other titled celebrities had become sufficiently discouraged with previous photographs to try this new method. Famous Americans, rather than go down in history as the news photographers snap them, will doubtless follow suit.

This should *not* be confused with the "ten-for-a-quarter" method, where the sitter is fitted into a stuffy booth and the lights flash so brightly that a succession of blinking, bewildered expressions is recorded. Here, on the contrary, one may sit in splendid calm, quite oblivious that a camera is at hand. And, above all, no one asks you to look enthusiastic about an imaginary "birdie."

Dog cause

We should like to stir things up enough to make more freedom for dogs, both in town and on the way out. There are a few restaurants that will tolerate your dog, even if well-behaved, fewer that welcome him. The Colony has an amiable young woman who will amuse him while you lunch, and the Park Lane has made something of a point of it by providing a kennel. Let's hope this movement will extend to week-end trains, which now have only odd corners in the baggage-car for dogs. A good deal will depend on your pets' manners and deportment, but anything achieved is worth a struggle.

All-American

The Alexandra, one of the landmarks of East Forty-Ninth Street, specializes in home-cooked American food, really home-cooked and really American. It has a Way with things like chicken shortcake and fresh-baked pie; and now that the season of Toying Languidly with your food is over, it can really hit its stride. Even its speedy and inexpensive Shopper's Luncheons are far, far removed from the usual perfunctory dabs of this and that. In fact, the whole place is pretty far removed from the usual.

For instance, during dinner waitresses circulate about with trays of every known kind of conserve, chutney, and relish, all on the house and all delicious—especially the cottage-cheese. And as for the hot muffins, bread, rolls, et cetera, with which the Alexandra is equally lavish, the cinnamon buns alone are worth the price of admission—any price.

Yet, as we may have indicated before, the Alexandra's prices are very moderate indeed, even for the special dinner that includes a champagne cocktail. If you go early enough, you may get a table in the candle-lit corner over by the bar. But you'd better go early anyway. Apparently, a lot of other people feel the same way we do about the Alexandra and its all-American cuisine.

New décor



For years now, the Woman's Exchange has been going its quiet way on Madison Avenue, with the same blue-green and orange benches, the same superlative simple food, the same clientele, and even the same pleasant waitresses. And no one who has made it an unchangeable habit for lunch will want the essentials changed. They haven't been—except that, this season, you will find it considerably perked up with deep red walls and red-and-white plaid curtains. After a month's holiday, the pleasant waitresses are back again, the same superlative food is once more displayed on the long buffet, and the clientele is back in its place. After one o'clock tables are hard to get, and there is the same grouping on the stairs waiting for places.

Gourmets go back again and again for such solid food as corned-beef hash, black bean soup, and fish-cakes. The buffet is a little fancier, with galantine of ham or duck, salads really well mixed in wooden bowls, and such lemon meringue tarts as you seldom find. It all has almost the air of being a family affair, and it is reassuring to find anything so changeless in a changing world.

Anniversary

The Waldorf-Astoria is having its own special little celebration again this year—a showing of the results of its employees' hobbies. Which, combined with the observance of its sixth anniversary on Park Avenue, ought to keep it pretty busy. You can find paintings by bell-boys, ship models done by an electrician, embroideries by housekeepers and bath-maids, and photographs posed, taken and developed by front-office employees and assistant managers. And this year, they have added a new department—"Culinary Arts," as practised by the employees in their spare time. No one knows what new careers all this may start, what new drinks or what variations of Sole Mornay, but it's nice to know that some one has spare moments and the initiative to do something constructive with them.

Helen Lichert

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VOGUE COVERS THE TOWN

Goal-posts and goals

The football season is with us again, the season of Harvard feathers and Yale pennants and college stickers plastered on windshields. The chrysanthemum business takes a leap. Cheer leaders limber up. College bands tootle tentatively. And the rest of us get out our auto robes, our fur coats, and our allegiances, almost forgotten over the spring and summer months.

Now that coaches have perfected their chalk-and-blackboard passes, and sports writers are busy predicting, Saturday afternoons will probably find you following your favorites. Here's the line-up:

October 2, Dartmouth vs. Amherst at Hanover, Harvard vs. Springfield at Cambridge, Princeton vs. Virginia at Princeton, Yale vs. Maine at New Haven, Cornell vs. Colgate at Ithaca.

October 9, Princeton vs. Cornell at Princeton, Harvard vs. Brown at Cambridge, Dartmouth vs. Springfield at Hanover, Yale vs. Penn at New Haven.

October 16, Princeton vs. Chicago at Chicago, Harvard vs. Navy at Baltimore, Dartmouth vs. Brown at Providence, Yale vs. Army at New Haven, Cornell vs. Syracuse at Ithaca.

October 23, Princeton vs. Rutgers at New Brunswick, Harvard vs. Dartmouth at Cambridge, Yale vs. Cornell at New Haven.

October 30, Princeton vs. Harvard at Princeton, Dartmouth vs. Yale at New Haven, Cornell vs. Columbia at Ithaca, Amherst vs. Wesleyan at Amherst.

After the players have waved to their friends and stumbled off to the showers, you'll generally find yourself with a festive feeling in your heart and a slight chill around your feet. You want sustenance, and bright lights, and people singing about Nassau, Eli, and Lord Jeffrey.

If you're in the vicinity of Harvard, you can find enthusiastic celebration at the Copley-Plaza, the Statler, or the Lafayette, in Boston.

In Amherst, Massachusetts, the Lord Jeffrey Inn gathers in undergraduates and alumni with its good food, while Van's, a steak-haven nine miles south, is a rendezvous for the younger generation.

Around Yale, Barney Rapp's catches the overflow from the Yale Bowl, and farther down in Milford, the Seven Gables is a good stopping-off place. Near Bridgeport, remember the Beacon House, and farther along the line the Pickwick Arms.

Princeton's own Princeton Inn makes a good meeting-and-staying spot; in the vicinity are the Chantier (in Milburn), the Brook (in Summit), and the Mayfair (on Eagle Rock Avenue, in West Orange), all dedicated to keeping up your cheer-for-the-team spirits.

In Ithaca, The Smörgåsbord on Tioga Street gathers in the football crowd, with Pop's Place a particular favourite of Cornell's sons and daughters. At night, the Lido, two miles out of town, is well inhabited. Williamstown, Massachusetts,

has its Williams Inn, where you can find quite a few members of the student body on almost any given week-end, and where they sing, over and over, "Around her neck she wore a purple ribbon." Wherever you go after any football game, go prepared to join in anything from a general sing to a free-for-all snake-dance.

Town gossip



Sam A. Lewisohn, who knows all about art, and also knows what he likes, having, with his father Adolph Lewisohn, formed one of the greatest and largest collections of modern art in the world, has written a book that will be news to art-lovers. It is called *Painters and Personalities*, and is subtitled "A Collector's View of Modern Art." Harpers will publish it in October. The book contains a selection of useful brief biographies of such masters as Cézanne, Daumier, Picasso, Roualt, Renoir, Braque, Maillol, Degas, Gauguin, Van Gogh, and Matisse, with vignettes from Mr. Lewisohn's point of view. One hundred and ten full-page reproductions illustrate the volume....

....October the thirteenth may be, technically, an unlucky day of the month; but not for New York music-lovers. Because on that day—or, rather, that evening—Kathleen Long, one of the two or three finest English pianists of our time, will give a recital at the Town Hall. It will be Miss Long's first appearance in America, about which people who have heard her play, in London or on the Continent, are already spreading the word....

....The Carlyle opened the season with extensive alterations under the direction of Joseph Mullin. The bar has been transformed with yellow, white, shining black, and pickled pine, the Oval Room with an extraordinary mural representing a London square in the Regency Period, and the Octagonal Foyer has now become a café lounge with banquettes for two, where luncheon will be served and those who come for a cocktail may stay for dinner....

....Leo Reisman, the only American dance orchestra leader invited to play at the Paris Exposition, is again conducting on the Starlight Roof at the Waldorf.... The badminton matches will continue a regular feature of the dinner and supper hours at the Rainbow Room until October 6. Thelma Kingbury and Kenneth Davidson, the brilliant English champions who have been exhibiting there, will then leave for a world tour.... The Rodeo will fill Madison Square Garden from October 6 to October 24. One of the new features this year will be Billy Keen from Forth Worth, Texas, with his Roman jumping team, which stands up on horses and jumps over automobiles. The country's outstanding cowboys and cowgirls will compete as usual and all of the champions of last year are coming back. "FLANEUR"

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BIRTHS

NEW YORK

Barry—On August 25, to Mr. and
Mrs. Stuyvesant Barry (Alice Trumbull
Scoville), a son.

Ellsworth—On August 23, to Mr. and
Mrs. Ralph Oliver Ellsworth (Mary D.
Grosvenor), of New Canaan, Connecti-
cut, a daughter.

Ewart—On August 29, to Mr. and
Mrs. James H. M. Ewart (Eleanor
Whelan), a daughter.

Hammersley—On August 22, to Mr.
and Mrs. William Spode Hammersley
(Leigh Lathrop Haskins), of Bayside,
Long Island, a son, William Stanley
Hammersley.

Jordan—On August 22, to Mr. and
Mrs. Thomas Leslie Jordan (Cornelia
Howard Ingersoll), of Bedford Village,
New York, and New Orleans, Louisiana,
a son.

Nicholas—On August 23, to Mr. and
Mrs. Robert Carter Nicholas, junior
(Clover Chase), a son.

Nichols—On August 25, to Mr. and
Mrs. Charles Walter Nichols, junior
(Marjorie Huntington Jones), a son,
Charles Walter Nichols, third.

Peniston—On July 31, to Mr. and
Mrs. Eric W. Peniston (Dorothy Fitch
Hall), a son.

Sherwood—On August 20, to Mr. and
Mrs. Thorne Sherwood (Nancy Davol
Chapman), a daughter, Nancy Frost
Sherwood.

BOSTON

Burnett—On August 28, to Mr. and
Mrs. R. Peyton Burnett (Barbara M.
Reynolds), of New York, a son.

CHARLOTTE

Dick—On August 20, to Mr. and Mrs.
Henry V. Dick (Elizabeth Fowler), a
daughter, Barksdale Fowler Dick.

Henderson—On August 13, to Mr. and
Mrs. Willis I. Henderson (Alice Houston
Quarles), a son, Perrin Quarles Hender-
son.

Jones—On August 19, to Mr. and Mrs.
Stephen Franklin Jones (Katharine
Gossett), a daughter, Katharine Clay-
ton Jones.

ELMIRA

Bement—On August 15, to Mr. and
Mrs. Gwynn Bement (Elizabeth Pound),
a son.

French—On August 23, to Mr. and
Mrs. Uri Smith French, junior (Joan
E. Lewis), a son, Uri Smith French,
third.

Kolb—On July 31, to Mr. and Mrs.
J. Lawrence Kolb (Marjorie Robinson),
a daughter, Charlotte Kolb.

Sullivan—On August 26, to Mr. and
Mrs. John E. Sullivan (Lorana Olcott),
a daughter, Lorana Olcott Sullivan.

BIRTHS

HOUSTON

Adkins—On August 7, to Mr. and Mrs.
Elbert Everet Adkins, junior (Henrietta
Cargill), a son, Elbert Everet Adkins,
third.

Johnson—On July 26, to Mr. and Mrs.
John M. Johnson (Burdine Clayton), a
daughter, Lucy Ellen Johnson.

Moore—On July 28, to Mr. and Mrs.
Fred Moore (Marie Sapper), a daugh-
ter, Julia Stevens Moore.

POUGHKEEPSIE

Bolles—On August 23, to Mr. and
Mrs. Francis Almon Bolles (Harriet
Platt), a son, Francis Platt Bolles.

READING

Auman—On August 21, to Mr. and
Mrs. Theodore Auman, junior (Mary
Seidel), a daughter.

Spangler—On August 11, to Dr.
Claire G. Spangler and Mrs. Spangler
(Frances Parker), a daughter, Anne
Elizabeth Spangler.

SYRACUSE

Fonda—On June 29, to Mr. and Mrs.
Edward Benedict Fonda (Patricia C.
Hyde), a daughter, Patricia Diane
Fonda.

Langfitt—On July 9, to Mr. and Mrs.
Silas Denton Langfitt, junior (Lucia
Tilton), a son, Silas Denton Langfitt,
third.

Ludwick—On August 14, to Mr. and
Mrs. Frederick J. Ludwick (Frances
Cooper), a daughter, Frances Hough
Ludwick.

Mills—On August 1, to Mr. and Mrs.
Charles E. Mills (Elizabeth Bahney),
a son, Charles E. Mills, junior.

WATERBURY

Raub—On August 19, to Mr. and Mrs.
J. Hearsh Raub (Elizabeth Valentine),
a daughter, Elizabeth Ann Raub.

YOUNGSTOWN

Huxley—On July 4, to Mr. and
Mrs. Robert D. Huxley (Elizabeth
Denning), a daughter, Diana Ramsden
Huxley.

Thomas—On August 6, to Mr. and
Mrs. Edward Morgan Thomas (Mary
Jeannette Thomas), a son, Edward Mor-
gan Thomas, junior.

ENGAGEMENTS

NEW YORK

Marshall-Norton—Miss Trina Colhoun
Marshall, daughter of the late Levin
Rothrock Marshall and Mrs. Marshall,
of New York and Glen Head, Long Is-
land, to Mr. Nathaniel Read Norton,
junior, son of Dr. Nathaniel Read
Norton and Mrs. Norton, of New York.

Sinclair-Schwartz—Miss Allee Cros-
by Sinclair, daughter of the late Dr.
Donald B. Sinclair and Mrs. Sinclair,
of Princeton, New Jersey, to Mr. Peter
Aston Schwartz, son of Mr. and Mrs.
David L. Schwartz, of Wynnewood,
Pennsylvania.

BALTIMORE

Gardner-Howard—Miss Helen Gard-
ner, daughter of Dr. William Sisson
Gardner and Mrs. Gardner, to Mr.
Charles Ridgely Howard, son of the
late William Ross Howard and Mrs.
Howard, of Pikesville, Maryland.

CLEVELAND

Fish-Wright—Miss Elizabeth Fish,
daughter of Mr. and Mrs. Charles L.
Fish, to Mr. Edwin Kingsbury Wright,
son of Mr. and Mrs. Howell Wright.

NEW HAVEN

Adams-Cushman—Miss Katharine
Munger Adams, daughter of Professor
John Chester Adams and Mrs. Adams, of
New Haven, Connecticut, to Mr. John
Gedney Cushman, son of the late Charles
F. Cushman and Mrs. Cushman, of
Cambridge, Massachusetts.

OAKLAND

Crawford-Cynko—Miss Pearl Gladys
Crawford, daughter of Mr. and Mrs.
Carl Crawford, of Oakland, California,
to Mr. Frank Harold Cynko, son of
Mr. and Mrs. Theodore Cynko, of San
Francisco, California.

SYRACUSE

Crouse-Rogers—Miss Janet Gertrude
Crouse, daughter of Mrs. Harold S.
Crouse, to Mr. Edward Hallock Rogers,
of Chicago, Illinois, son of Colonel Wil-
liam C. Rogers, of Chicago, and of Mrs.
E. N. Rogers, of Auburn, New York.

YOUNGSTOWN

Tod-Devereux—Miss Sallie Tod,
daughter of Mr. and Mrs. Fred Tod, to
Mr. Henry Kelsey Devereux, second,
son of Mrs. J. French Devereux, of
Cleveland, Ohio.



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SOCIETY

WEDDINGS

NEW YORK

Baldwin-Weld—On September 18, in the Church of the Good Shepherd, Wareham, Massachusetts, Mr. Ian Baldwin, son of Mr. and Mrs. Joseph Clark Baldwin, of "Shallow Brook Farm," Mount Kisco, New York, and Miss Rose Weld, daughter of Mr. and Mrs. Philip Balch Weld, of New York and "Indian Neck," Wareham.

Coleman-Willetts—On October 2, in Trinity Church, Roslyn, Long Island, Lieutenant Walter Dan Coleman, U. S. N., and Miss Jean Newhall Willetts, daughter of Mr. and Mrs. William Prentice Willetts, of New York.

Mackie-Gomery—On September 11, in the Memorial Church of Saint Paul, Overbrook, Pennsylvania, Mr. John M. Mackie, of Englewood, New Jersey, and Miss Ruth A. Gomery, daughter of Mr. and Mrs. John E. Gomery, of Overbrook, Pennsylvania.

Phipps-Smith—On September 24, in Saint Thomas' Church, Mr. Gerald Hughes Phipps, son of former United States Senator Lawrence C. Phipps and Mrs. Phipps, of Denver, Colorado, and Miss Janet Alice Smith, daughter of Mr. and Mrs. Herbert Edward Smith, of New York.

Potter-Siegmund—On August 19, in Locust Valley, Long Island, Mr. John Turner Atterbury Potter, son of Mrs. Allan Appleton Robbins, of New York, and the late Eliphalet Nott Potter, and Miss Nona Siegmund, daughter of Mr. and Mrs. George Siegmund, of North Egremont, Massachusetts.

Smithers-Thibaut—On September 10, Mr. Charles Francis Smithers, son of Mrs. Oscar L. Gubelman, of New York, and of the late Charles Smithers, and Miss Eleanor V. Thibaut, daughter of Mr. and Mrs. Richard E. Thibaut, of Greenwich, Connecticut.

Stearns-Chapin—On August 31, at Locust Valley, Long Island, Mr. Harold E. Stearns, son of the late Mr. and Mrs. Frank Stearns, and Mrs. E. Chalfoux Chapin, daughter of the late Mr. and Mrs. Joseph Chalfoux.

Walker-Thieriot—On September 14, in the Creek Club, Locust Valley, Long Island, Mr. Elisha Walker, junior, son of Mr. and Mrs. Elisha Walker, of New York and "Les Pommiers," Syosset, Long Island, and Miss Lucile Thornton Thieriot, daughter of Mr. and Mrs. Charles H. Thieriot, of New York and "Cedar Hill," Oyster Bay, Long Island.

BALTIMORE

Perin-Symington—On September 23, in Grace and Saint Peter's Episcopal Church, Baltimore, Maryland, Mr. Lawrence Perin, son of the late Mr. and Mrs. Lawrence Perin, and Miss Nancy Hambleton Symington, daughter of Mr. and Mrs. J. F. Symington, of Baltimore.

Swope-Tinsley—On September 17, in the Brown Memorial Protestant Episcopal Church, Baltimore, Maryland, Mr. Harry Forrest Swope, junior, son of

WEDDINGS

BALTIMORE

Mr. and Mrs. Harry F. Swope, of Baltimore, and Miss Jane Tinsley, daughter of Mr. and Mrs. George Jenkins Tinsley, of Roland Park, Maryland.

BOSTON

Barrow-Little—On August 28, at Newburyport, Massachusetts, Dr. David Woolfolk Barrow, son of the late Dr. David W. Barrow and Mrs. Barrow, of Lexington, Kentucky, and Miss Marlon Thorp Little, daughter of Mrs. Edward Henry Little, of Boston.

Grose-Leith—On September 18, in Saint Paul's Episcopal Church, Dedham, Massachusetts, Mr. Minot Grose, of Great Neck, Long Island, and Saint Louis, Missouri, and Miss Eleanor Dunham Leith, daughter of Mr. and Mrs. Royal W. Leith, of Dedham.

CLEVELAND

Laundon-Briggs—On August 4, Mr. Arthur S. Laundon, son of Mr. Mortimer Laundon, and Miss Elizabeth Briggs, daughter of the late Dr. Charles Edward Briggs and Mrs. Briggs.

Wilson-Lincoln—On August 21, Mr. Robert Andrew Wilson, son of Mr. and Mrs. O. Raymond Wilson, and Miss Mary Marjorie Lincoln, daughter of Mr. and Mrs. James F. Lincoln.

ELMIRA

Voorhees-Mandeville—On August 18, in the chapel of Saint Thomas' Church, New York, Mr. Sherman Voorhees and Miss Mary Mandeville, daughter of Mr. and Mrs. Hubert C. Mandeville.

HARTFORD

Walcott-Blake—On September 11, Mr. William W. Walcott, son of former Senator Frederic C. Walcott, of Norfolk, Connecticut, and Miss Martha Blake, daughter of Mr. and Mrs. F. Minot Blake, of Hartford, Connecticut.

LOS ANGELES

Schabert-Smith—On August 27, in the chapel of the Church of the Intercession, Mr. Kyrill Sidney Schabert, of New York, son of Baroness Faber de Faur, of Florence, Italy, and Miss Mary Babcock Smith, daughter of Mrs. Edmund Beardslee Smith, of Los Angeles, California.

PHILADELPHIA

Chaplin-Catherwood—On August 19, at Bryn Mawr, Pennsylvania, Mr. Charles Clifford Gordon Chaplin, of London, England, and Miss Louise Davis Catherwood, daughter of the late Mr. and Mrs. D. B. Cummins Catherwood.

Hirst-Collins—On August 26, Mr. William H. Hirst, son of Mr. and Mrs. William Lucas Hirst, of Wayne, Pennsylvania, and Mrs. Carstairs Collins, daughter of Mr. and Mrs. James Carstairs, of Ardmore, Pennsylvania.



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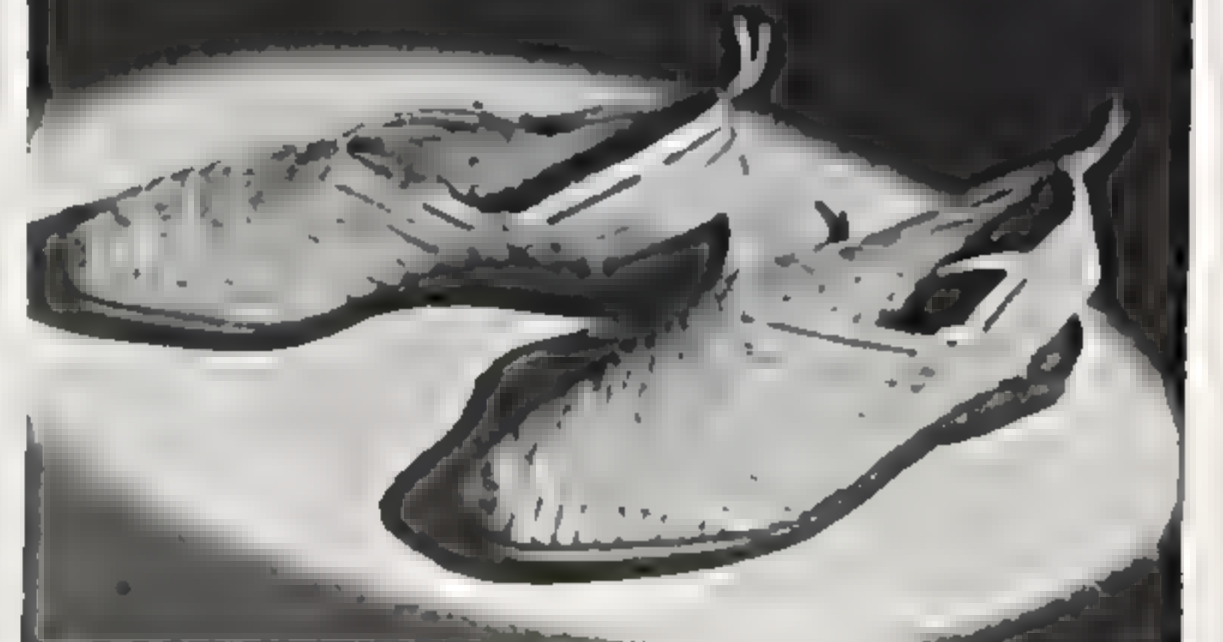
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DECORATOR'S DAY-BOOK

FROM a summer in Ireland, James Reynolds has brought back a set of four huge drawings of the delphiniums used for the decoration of Mrs. Michael Deerford's Horse-Show Ball. These delphiniums were massed about the bases of the columns in the great ballroom and were in all shades, from pale to dark.

Mrs. Deerford's house in Connaught was acquired to indulge her passion for flowers, and Mr. Reynolds' decoration is built around the Charles II. and Lady Castlemaine pansies that are Mrs. Deerford's chief pride. The sitting-room has icy-blue walls and what is called an "Irish Aubusson" carpet, patterned with green oak leaves on a cream coloured ground. The curtains are of old faille, black-red in tone, which is the colour of the Castlemaine pansy, and the oak leaves of the carpet appear, in finely done embroidery, on a white alpaca chair seat. There is a pair of Chippendale chevron-back chairs, as well as a pair of cock-fighting chairs with their T-shaped backs covered with the black-red faille.

Over the walls of the dressing-room, Mr. Reynolds has painted scattered flowers; and, on the ceiling, strawberries, cherries, and mulberries. The cornice is a modelled rustic branch affair of plaster, and the almond-green taffeta curtains have yard-wide ruffles with a four-inch frayed edge. Under these hang handkerchief linen curtains with deep ruffles, and the dressing-table, placed in a deep bay for the daylight, has an old baroque mirror with neon lights set between the frame and the glass, for perfect light at night.

In another house in Ireland, Mr. Reynolds had the fun of converting a large old tower room into a bath. With a green glass tub, he has used plain green chintz curtains, and great clusters of bright pink laurel and Greek key motifs are painted on the valance. This motif appears again on the doors, and the



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DECORATOR'S DAY-BOOK

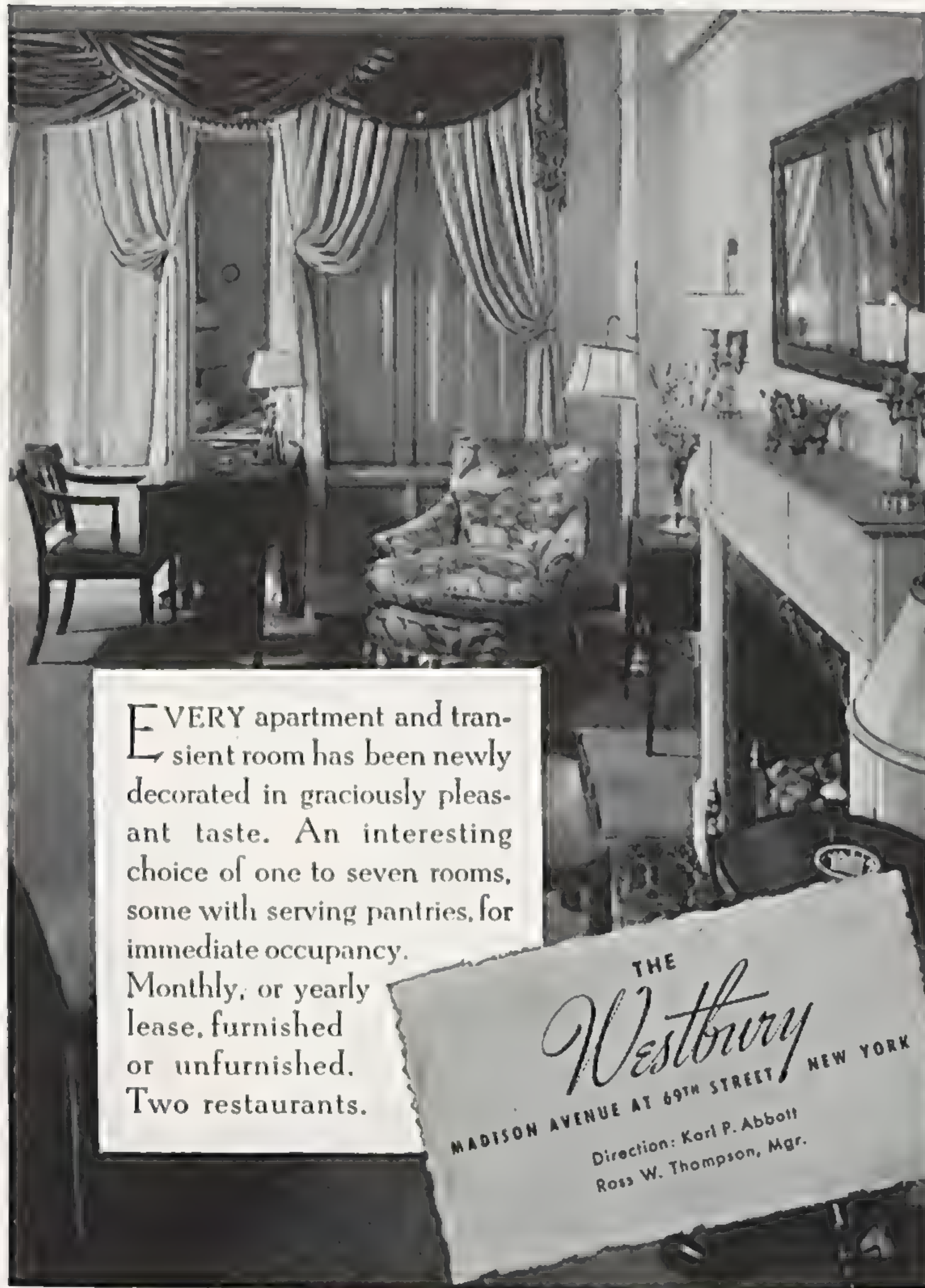
chandelier is hung from a chain of glass Greek keys. A vast table holds a collection of dark green glass bottles. A screen of white-painted wood with mirrored panels is used in this room; below each mirrored panel is a small drop shelf that can be put up to hold bottles and soaps, and, on the reverse side, there are shoe-bags of dark green chintz. For a Palm Beach house, Mr. Reynolds made this type of screen with panels of slatted wood that roll up into the frame.

For several tack-rooms, Mr. Reynolds has painted (almost life-size) pairs of favourite horses' heads, simple in execution, with the personality and conformation of the horse foremost. In the background is usually the "porthole" window of an Irish stable, with a blanket thrown casually across the sill for colour. And his sepia "action" sketches of horses and riders have this same vivid simplicity. These, usually done in portfolios of ten or more, make handsome presents for stable owners.

From the shop of Ventura in Rome, Mr. Reynolds brought back a huge lamp-shade made up of concave curves, each set with a fine old Italian print of vegetables. This shop, apparently the Bergdorf Goodman of Rome, is branching out into decoration and has contrived a number of unusual lamps and shades; one is of thin white lacquered wood with a painted pattern in vermillion.

THE SANDFORT SHOP MOVES DOWN-TOWN

Richard Sandfort is moving his shop from Seventy-Third Street down into Fifty-Fourth Street, where he will have room enough to show all his new mirrored glass furniture, as well as the garden things in which he has always specialized. Here, there is an oval room with a curving (Continued on page 171)



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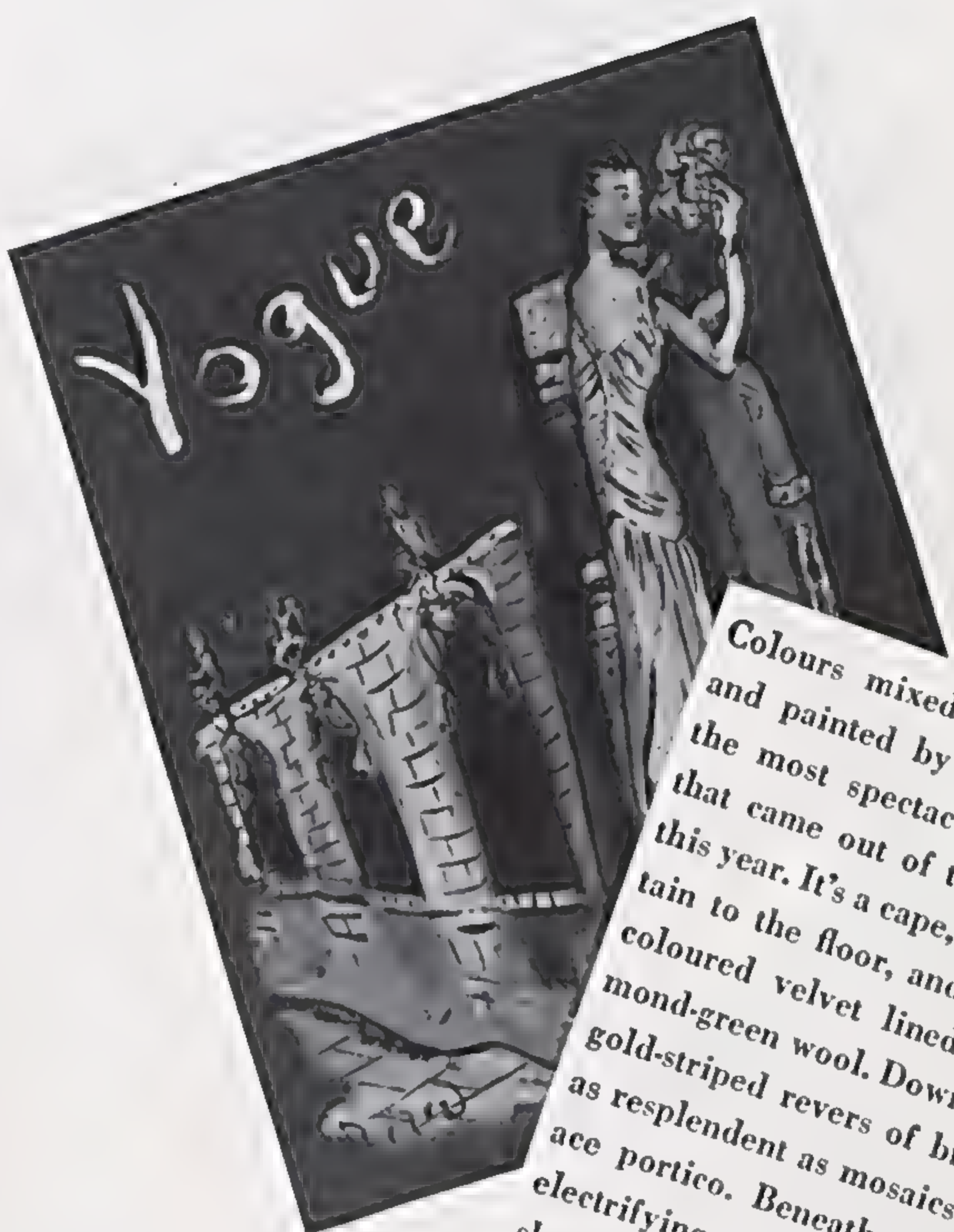
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Elizabeth Penrose—Editor of British Vogue
Michel de Brunhoff—Editor of French Vogue
Edna Woolman Chase—Editor-in-Chief of the three Vogues

FRENCH - CANCAN



PARFUM DE CARON

***Vogue's eye
is focused on:***



all the provocative lines of the Paris Openings



the unbridled opulence of furs

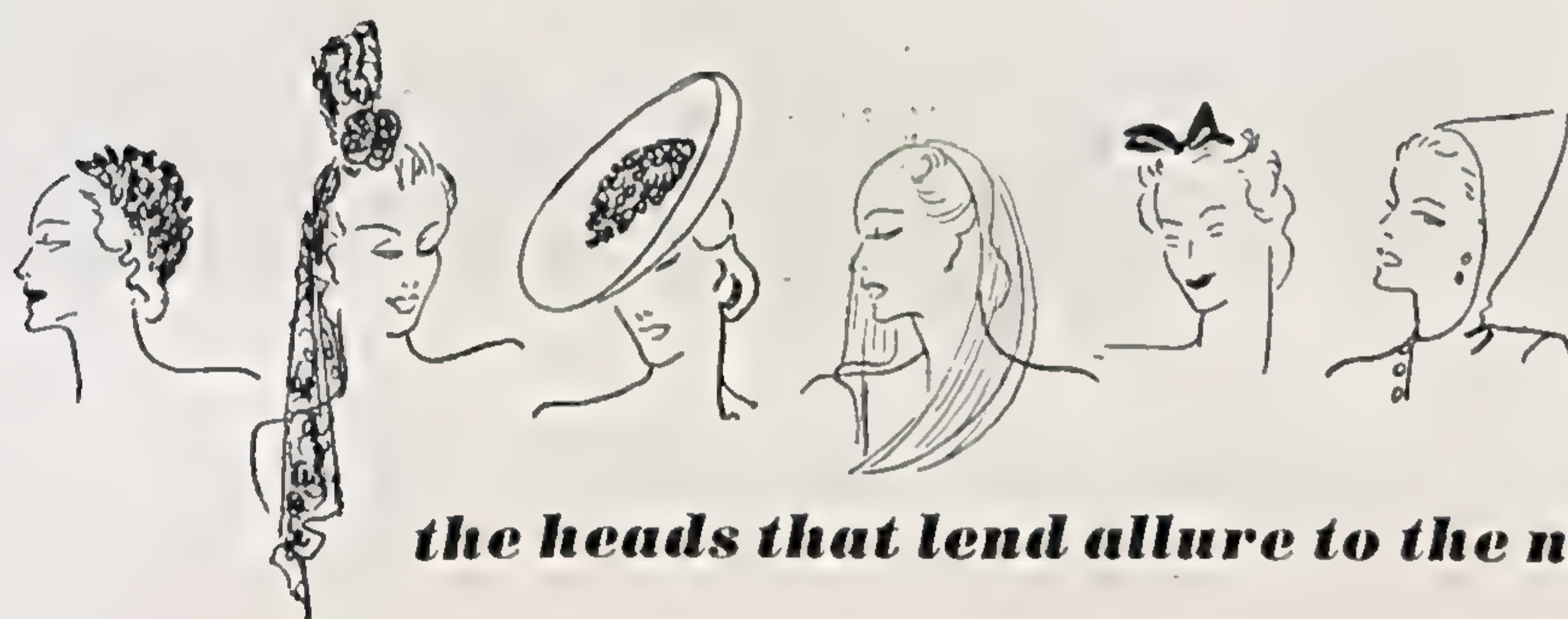


the drapery on bosoms

the figure underneath it all



the blinding dazzle of spangles everywhere



the heads that lend allure to the night



HORST

Mainbocher pins bluebirds on a bridal veil, tacks tulle drapery on the back of a very pale smoke-blue crêpe dress, adds gloves to match

Intentions- Matrimony



If your intentions are to marry on a grand scale, with processional and pageantry of bridesmaids, don't make up your mind without giving thought to Mainbocher's blue bride on the opposite page—that eye-turning, pale, pale blue crêpe dress, the long blue gloves, the blue-birds, emblematic of happiness.... Or set your heart on Molyneux's bustle-dress (page 88, September 15 Vogue) made of white satin, an out-and-out costume, looking as if it might have been lifted out of your grandmother's brass-bound cedar-chest. Wear it with a circlet of orange-blossoms and a short veil...and have your bridesmaids, too, in bustle-dresses.... Or rouse Victorian echoes by wearing the beautiful cream-coloured satin dress on page 76, and a piquant fluted hat, and long cream-coloured gloves....

If the Directoire era has your fancy, choose the Directoire dress on page 77, narrow as a wand, beautifully high-waisted, and finished with a narrow beaded train.... Or have a slim Directoire dress of white crêpe, its skirt rapier-pleated, with Greek scrolls of gold embroidery at the top only....

Engrave yourself on the memories of those gathered together with a silver wedding, you in glinting silver brocade with a wasp-waist, a huge full train, a tulle veil drifting from a silver brocade wreath, and your bridesmaids in silver brocade sheaths.... Strike a new note by stirring a plain white net dress with a foot-wide sash of paillettes and a pailletted veil—all Paris is fêting paillettes, and nothing could be more contemporary.... Or, if you have hereditary red hair, dramatize it with a grey wedding, and move down to the altar in a misty chiffon dress of the palest grey, standing out against a background of white, yellow, and green flowers....

Play up your own white dress with purple for the bridesmaids... purple sheaths, with twists of coloured ribbon in their hair, like the famous Molyneux head-dress (page 98, September 15 Vogue).... Or, if you have a quorum of blond bridesmaids, put them into dark green velvet and let them carry sheafs of maidenhair ferns....

If your intentions are to marry in haste, in a City Hall or before a convenient Justice of the Peace, seize your opportunity to invest in a frankly expensive dress or suit imported from Paris—it's the best excuse in the world for such a splurge.... Have, for instance, a mustard-gold crêpe dress under Vionnet's full-length coat, tobacco-brown, with a leopard scarf. With it, a dark brown hat.... Or take the step in one of Alix's plum or dark green jersey dresses and Agnès' big felt hat, its brim turned up on one side to show twists of jersey.

If your intentions are to marry a second time, spend your all on Schiaparelli's Persian Prince dinner-suit, with a gold-embroidered jacket of purple broadcloth over a crêpe sheath...finish it off with a Scheherazade turban.... Or make the second venture in a (Continued on page 172)



LEGENDARY

Right: Walk to the altar for the high moment in your life in this Directoire wedding-dress of white crêpe, with narrow beaded train. The tulle veil falls from a pinnacle of white ostrich. Bonwit Teller

Opposite: A Victorian wedding-dress of cream-coloured taffeta-backed satin, designed by Leonora Ormsby. The cap is fluted. Saks-Fifth Avenue, New York, Chicago. Prie-dieu with gladioli from Irene Hayes





Lines from the French Classics

Drama without frills—two dresses with a never-outdistanced classic simplicity; one black, the other one white. Left: Lelong's column of white brocaded lamé, draped at the waist (Bergdorf Goodman)

Opposite: Lanvin's statuesque dinner-dress of black crêpe, draped to a high waist-line and held fast with a bead-embroidered plaque of silver leather. (Imported by Henri Bendel.) All jewels from Boucheron



Truth

They drift like mist, they're destined to end up in a trousseau—these lovely aerial nightgowns: First: Meringue-white chiffon with pin tucks, pink sash. Bonwit Teller; I. Magnin, California

Second: An enchanting night ensemble by Carol—all of grey voile, with a floating, full-length coat, a fragile gown moulded at the bodice by grey Alençon lace. Find this gown at Altman

Third: The evanescent colour of moonstones, this nightgown of semi-sheer charmeen. A long, long satin sash winds the waist and trails off down the back. Gown from Bergdorf Goodman

STEIGER





VOGUE'S THIRD ANNUAL PRIX DE PARIS

ONCE each year the editors of Vogue devote a great deal of time to the selection of the prize-winners in Vogue's now well-established *Prix de Paris*. This contest is open to the seniors of all women's colleges in America, and I am now happy to announce that this is its third successive year.

It would be easy to dilate upon the advantages to Vogue in such a contest as the *Prix de Paris*. But it is more important for us to explain its benefits to the young women who, from year to year, take part in it.

The *Prix de Paris* is a year's employment on the staff of Vogue, six months in our New York office and six months in our Paris office. The second prize is six months in Vogue's New York office. If the winners prove themselves capable workers, they may become permanent members of Vogue's staff.

In addition, it has been possible for Vogue to aid in placing an average of twenty young women each season with department stores, with advertising agencies, with manufacturers, or with other commercial establishments that are always alert to find young women whose native fashion sense has been developed by participating in our *Prix de Paris* courses.

To young women who, from necessity or from ambition, will earn their own living, the *Prix de Paris* offers a unique opportunity. For women, there are few means of livelihood that pay so well as the field of fashion.

Fashion flows in three great streams. It is the motive power of modern publishing, of modern advertising, of modern merchandising. Women are particularly successful in this field. Even if you do not win the *Prix de Paris*, this contest will be excellent fashion training. And it will greatly increase your chances for immediate success in any advertising or merchandising position that you may secure for yourself.

I can not believe that any young woman who has taken part in Vogue's *Prix de Paris* contest—which is, in effect, a correspondence course in fashion and its application—will not be helped in her own approach to all the arts of gracious living.

For fashion, even in its frivolous aspects, is a part of a more general scheme of living. The woman who feels its pulse, who understands its shadings, is certain to make a more successful frame for her own life, even if her professional career is cut short by marriage.

I want to give a word of encouragement to young women in smaller colleges. When the *Prix de Paris* started, it was taken for granted by most of us that the prize-winners would come from a small group of older Eastern colleges. But the winner of the first *Prix de Paris* actually came from Albion College, Michigan. The second prize, that year, went to a graduate of Bryn Mawr. In 1937, the prize went to a graduate of the University of Wisconsin, the second place to a graduate of Smith. Here we have representatives of the three types of American colleges for women—the small college, the State University, and the privileged Eastern institution. We record this to show that every college senior has a chance, and an equal chance.

Look to pages 46 and 47 for the details of this year's *Prix de Paris*: and we hope that all you who take off on this adventure—winners and losers alike—will be glad you have added Vogue to your list of text-books—it can help you in the art of pleasant living. Good luck to you!

Edward Woolman Chase



VIONNET'S impetuous colour scheme for town—purple plus green! A loose coat made of duvetine-surfaced wool; enormous sleeves, a chin-concealing collar of very blue blue fox, a supremely simple wool dress



Above: Schiaparelli fastens a coral-fringed tassel—so long it streaks almost to your knees—to the collar of a white brocaded satin dressing-gown, slide-fastened in front
 84 (Hattie Carnegie; I. Magnin, California)

Directly above: Three shining examples of Schiaparelli's vivid patent leather belts, all braided in one way or another. (Saks-Fifth Avenue imported the yellow one; Lord and Taylor, the pink; Bonwit Teller, the red)

Top: Schiaparelli's two-toned gloves—one of gold kid and lace on top, black antelope on palm; the other of pink and black antelope. Below them, Schlumberger's gold metal earring, curved to fit your ear (Bonwit Teller)



In the first hand: Schlumberger's flexible bracelet of jewelled cords, tied in a bow. On the wrist: Schiaparelli's bracelet of gold metal, like a close-fitting gauntlet, ending in a fringe of stones (Saks-Fifth Avenue)

In the second hand: Schiaparelli's baroque powder-box of gold metal, with a shell to hold the powder-puff (Bergdorf Goodman). On the wrist: Tchounsky's bead bracelet with two gold metal flowers (Lord and Taylor)

Top: Schiaparelli's wild rose clip, of gold bands with a ruby centre (Saks-Fifth Avenue). And her calla-lily clips (Lord and Taylor). (Third hand) Schiaparelli's bracelet of gold metal studded with stones (Saks-Fifth Avenue) 85



Sequins, scarfs

CHANEL spangles the first dress here with panels of black sequins that alternate with panels of red satin. The décolletage couldn't be lower; the long bodice couldn't be tighter.

The second is Chanel's rhapsody in blue: a navy-blue crêpe sheath with a pale chiffon scarf drifting about the shoulders and a chiffon panel floating from the skirt

and Sarong

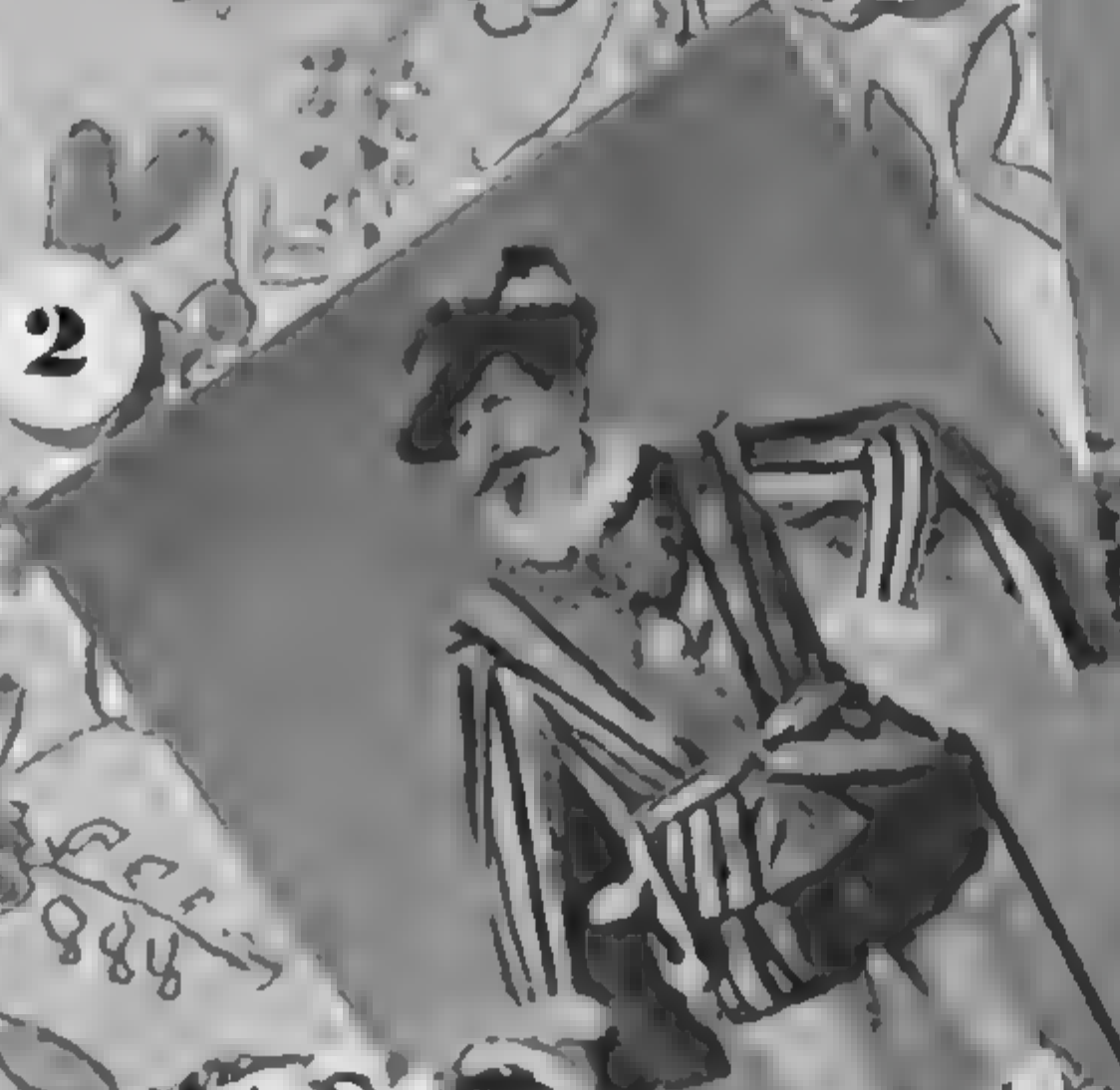
SCHIAPARELLI turns another trick—now, the sarong dress for evening. First, a slip as slim as Cleopatra's needle, wine-red and gold lamé with a deep red sash.

Second, Schiaparelli's dress of Bordeaux mat rayon crêpe, with a panel of printed red silk held fanwise by a gold belt (imported by the Salon de Couture, Bonwit Teller; and Marshall Field)





2



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E. MEAD



MEN ABOUT TOWN

by Frank Crowninshield

BUCKS AND BEAUX OF THE '90'S—THEIR MANNERS, CLUBS, SPORTS, WINES, AND LADIES

THE images that emerge, a little mistily, from the opposing page were famous "men about town" in the pleasant and far-off 'Nineties. They include:

- (1) Frank Griswold, clubman, prodigy in fishing and racing, and a commanding master of the hounds
- (2) Ward McAllister, not really a man about town, but the shepherd of Mrs. Astor's little social flock
- (3) Hermann Oelrichs, not only a sparrer and swimmer, but a social figure of general renown
- (4) C. Oliver Iselin, a noted huntsman and the greatest yachtsman America had then produced
- (5) Oliver H. P. Belmont, wit, coachman, art collector, and president of clubs, shown here with his step-daughter-in-law, Mrs. W. K. Vanderbilt, junior
- (6) A costume ball, including, *on the floor*—Sydney Smith, sparrer, wit, and figure in the clubs. *At the right*—Mrs. Stuyvesant Fish, who gave a new tempo to American society; *tallest figure in the back row*, Stanford White, outstanding architect of the 'Nineties
- (7) W. K. Vanderbilt, racing, yachting, opera, coaching
- (8) Reginald Rives, *with the reins*, still America's most noted coachman, and, *at back*, DeLancey Coster

ALL of the above figures were, in their several ways, well-known men about town before the century ended. There were, in all, perhaps a hundred and fifty such paragons in New York. The rôle they played demanded not only personal popularity and distinction, but a variety of other qualities and talents, as well.

But, to-day, if a lady were to call me a "man about town" I would expect her to smile as she did so, for, more and more, since the century turned, the term has come to mean a rounder, a Broadway play-boy, a man too much at home in night-clubs, too friendly with head waiters, candid-camera men, and ladies in the floor shows: a creature belonging to the wrong clubs, wearing the wrong clothes, and ordering, nightly, the wrong suppers for the wrong women in the wrong French.

To be thought a man about town in the 'Nineties was a compliment of a high order. For the class did not then include the "rounder" or the "dude." It did not, for instance, include men like Diamond Jim Brady; Jackson Gouraud, husband of Amy Crocker; George Kessler, champagne agent; Abe Hummel, criminal lawyer; George Wheelock, book-maker; all of whose personal orbits were limited to flashy society, nor did

it embrace sartorial chameleons, like Berry Wall, who thought that a mere multiplicity of clothes—always a little bizarre or rococo in design—would ensure them an entrée to the various *milieux* of New York life. What the term really implied was that a man was *persona grata* with the hostesses who then ruled over society, that his family was authenticated, that he had some private means, that he was a devotee of sport, and probably possessed of some wit with men and an engaging way with women.

Naturally, the term suggested, but with far less emphasis than it does to-day, that he was a familiar figure at races, fights, and first nights and that the world of lighter pleasures—dancing, gambling, supping with women, and the secret doors of theatres and music-halls—would always open to his knock. It also usually connoted that he was a member of one of the three important clubs of the day: the Knickerbocker, the Union, or the Racquet, all of which harboured a full platoon of such men in their card-rooms and lounges.

But that amiable and seductive figure of the Mauve Decade is, regrettably, no more! Like the Cheshire Cat, his smile no longer illumines the happy croquet party which we now call Society. He has gone, apparently, forever! Gone with the hansom cab, the quadrille, the horses in tandem, the Madeira, the cotillion, the Chopin waltz, the p. p. c., the long gloves—orris-scented—and the parades of clattering four-in-hands on Fifth Avenue.

And with him, there has gone the "Lady," the spirit who hovered benignly in the background of so many of his pleasurings; cultivated, self-effacing, the slave to little elegances, reserved, perhaps a trifle too exacting; she, also, has gone! Gone so certainly that only a score in her image have managed to survive (under glass and in a partly fossilized state) to witness what must seem to their astonished eyes the graceless and insensitive vulgarities of to-day.

The formalized attitude of the men about town, and of society at large, with respect to the genus then known as "lady" can be clarified by a few apparently irrelevant incidents.

A young man of the period always sent roses to his partner in a cotillion. He never sent orchids, as they were thought to be flowers (Continued on page 154)



STEICHEN

"VIRGINIA" 1774-THE FIRST MUSICAL COMEDY OF THE SEASON, SET IN



OLD WILLIAMSBURG

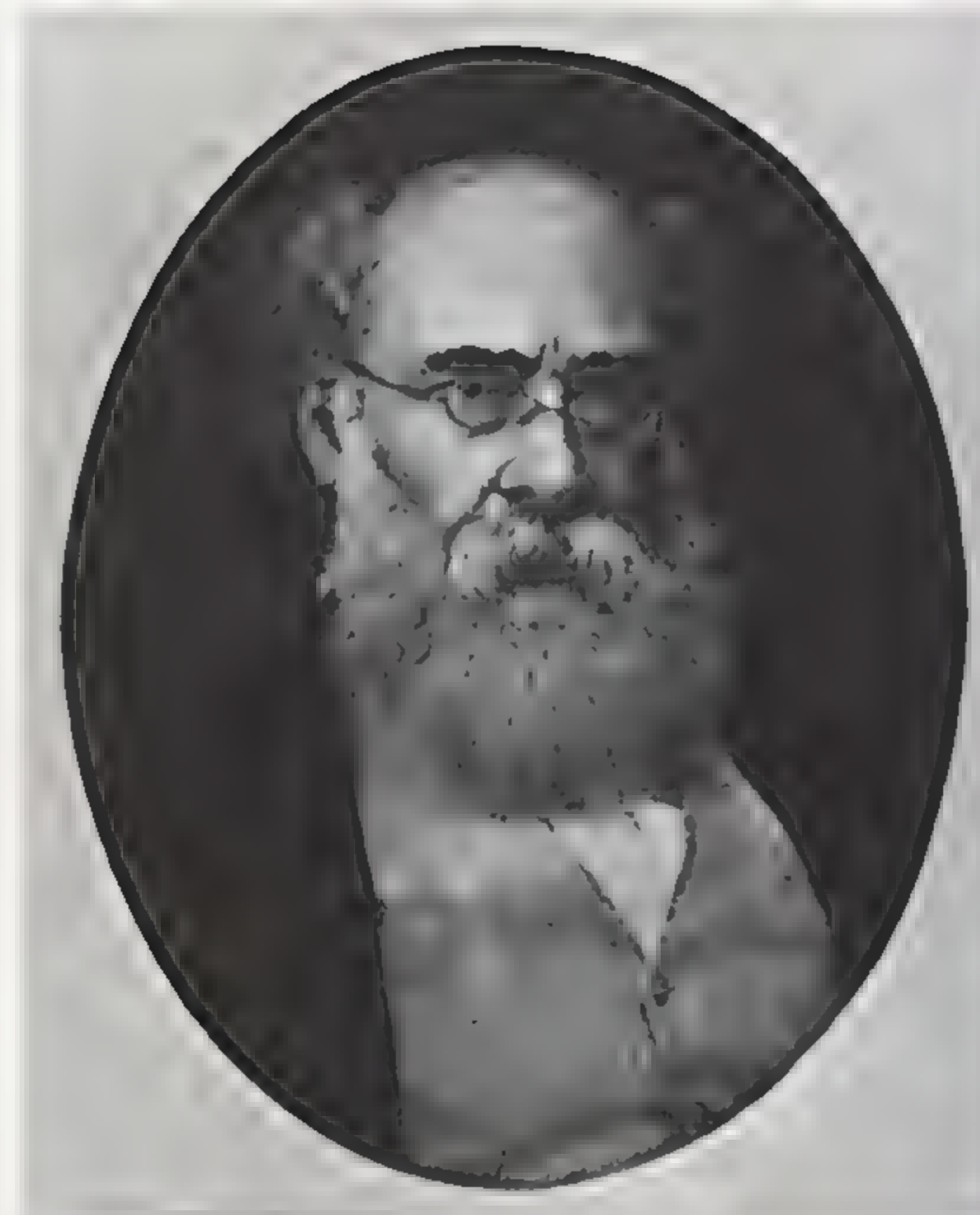
SWAGGER and heroics are back again, more swaggering and lusty than ever. In "Virginia," the musical comedy at the Center Theatre, British and American officers swagger handsomely for a ship-load of pretties—a ship, by the way, with a bowsprit twenty feet long, which is the pet of its designer, Lee Simonson, whose other sets are mainly mellow Williamsburg.

From left to right in this panorama: Nigel Bruce in the Governor's throne, Mona Barrie sitting near him with plumes in her hat. Talking to the two girls, centre, is Ronald Graham. The officer with the whip is Dennis Hoey. Just above—pretty blond Anne Booth with Gene Lockhart, surrounded by lackeys, dancing-girls, and mammies

By Allene Talmey

VOGUE'S SPOT-LIGHT

Names to know, names to remember, the names of autumn, 1937—these are the names that mean the crush of first nights *this* year. These names are all involved with the underground excitement of shows rehearsing all night, one electric bulb snarling down on the washed-out faces of great stars. These are the names of stars, of singers and dancers, of angels, of novelists freshly dramatized, of political figures parodied, of fresh faces, and revitalized ideas. Remember....



ANTHONY TROLLOPE, that furious old gentleman, who resented *all* criticism of his hunting or writing. Now his "Barchester Towers," dramatized, will, this month, have Ina Claire for its lady



CLEOPATRA, "whose worst all best exceeds," will be here late in December. Tallulah Bankhead will appear in Shakespeare's own "Antony and Cleopatra." (He rather fancied himself as Antony)



SIDNEY HOWARD, who has been pushing French adaptations into shape lately, now will have his own "The Ghost of Yankee Doodle"—next month, with the handsome Ethel Barrymore



MARIAN ANDERSON, the vibrant, astonishing Negro singer, is off to tour the country before her New York recital. Toscanini once said her voice was the greatest one might hear in a century



ZORINA, pretty-legged and young, who toured the country with the Monte Carlo Ballet, sprang up in London's "On Your Toes," and is now the dancing darling in the movie, "The Goldwyn Follies"



AL SHEAN, who, with his partner, once ravaged the country with that little ditty which went "Oh, Mr. Gallagher..." He will be the agent of sweetness, Father Malachy, in "Father Malachy's Miracle"



CHARLOTTE BRONTË, that shrinking, awkward girl who shocked the critics with the "coarseness" and "masculinity" of "Jane Eyre." Katharine Hepburn will be Jane late in the winter



GERTRUDE LAWRENCE, whose talents are as diverse as the clothes she wears above (mink and slacks), is the shining star of "Susan and God"—emotion, and flirting, with Osgood Perkins



MAXWELL ANDERSON, shy, lumbering, who wrote (for Burgess Meredith) the just-opened "Star-Wagon." It is a gentle, slightly bitter excursion back to the first automobile—with Lillian Gish



CONSTANCE CUMMINGS, in "Madame Bovary," which once so outraged society that the French government prosecuted poor Flaubert. Benn Levy has it now in rehearsal for the Guild



SAMUEL N. BEHRMAN has just returned to New York with two new plays: Giraudoux's "Amphitryon," adapted from the French and opening next month, and his own "Wine of Choice"



FRANCES PERKINS, who will be impersonated, the end of this month, in the new musical affair that George Kaufman and Moss Hart have done, using almost all the Cabinet for the cast



OSCAR HOMOLKA, that Viennese strong man, one of Europe's finest actors (Jannings, Muni, and Laughton mixed together), who will soon be tearing at the emotions of Stevenson's "Ebb Tide"



CLIFFORD ODETS, back from two years in Hollywood, richer, married, but not softened, is now ready with a play, known as "Golden Gloves," all about the heartache of being a prize-fighter



IRENE BROWNE, the distinguished English actress, is now in the distinctly bird-brained, but funny "George and Margaret," a little affair of English family life, with crumpets and bicker



THE ROCKEFELLER INTERESTS—Mr. Rockefeller at their head—have increased their theatrical activities by producing "Virginia," the musical romance all about old Williamsburg

HOW TO SAVE YOUR FACE

(6)—Keep a Light in Your Eyes

THERE are two guaranteed ways to make your eyes look beautiful. The first one is to keep falling in love regularly so that your eyes never lose that shining, beglamoured look. The second and generally more dependable way is to do as we are about to tell you.

The trouble with so many of us is that we are really lazy about doing ourselves up beautifully, and this seems especially true where eyes are concerned. For example, when you are worn and weary, it is well to remember that your eyes have borne a good part of the strain that got you into that state, and to give them a special pick-up of their own.

Bathe them first with a good eye-bath, to cleanse and freshen. Apply a bit of eye cream to help smooth out tired wrinkles. Dip herbal pads in warm water and fit them over your eyes, so that the healing herbs can draw out the tiredness. If you have time, dampen the pads two or three times, to get their full effect. Then, moisten a piece of cotton with an eye astringent, wipe off the cream, and pat very gently around the eyes.

If the fresh look and feel of your eyes aren't enough to convince you of the benefits of this procedure, consider the fact that the Mayo Clinic suggests the use of such preparations to their patients.

This pick-up treatment can be reserved for occasions when you need it most, but you owe it to yourself to bathe your eyes night and morning and to use eye cream at night, to ward off those tiny wrinkles that give no warning of their appearance, but are suddenly and devastatingly there.

Eye make-up divides itself neatly into three stages: brows, lids, and lashes. Shaping eyebrows is a comparatively recent idea in itself. Not so many years ago, an actress made newspaper head-lines because a feature writer happened into her dressing-room and was dumbfounded by the sight of the actress pulling out her eyebrows. But shaping eyebrows *correctly* is even more recent, because we had to live through the era of the pencil-line brow that gave that unattractive, perpetually surprised look to women's faces.

If you don't know whether you are shaping your eyebrows flatteringly, go once to a make-up expert and have them "styled" so that you can then follow the line for yourself. These people are so used to studying faces that they know automatically what is best for your face. Or use an eyebrow pencil to draw the effect of new lines. If you get an effect that you like, then pull out the hairs to follow the pencil outline. Usually, the natural contour is the most becoming, with minor elongations or thinning of curves.

Be careful, in pulling brows, never to get the curve of one higher than the other, because the slightest difference makes your face look crooked. Avoid a line curving down at the corners (they do that for old ladies' eyes in theatrical make-up), and always do the shaping by pulling the hairs from underneath. A little brush moistened with bandoline helps to shape eyebrows and train them the way you want them to grow. If your brows are definitely scanty and pencil looks artificial, try this professional make-up stunt. Rub a thick layer of pencil into the palm of your hand. Dampen one of the make-up brushes (really little paint-brushes) with cream, rub it over the colour in your hand, and "feather" the brows with it.

Expert advice in applying shadow is to put it on so that it is a shadow, not a dab or a layer. And carry it out beyond the corners of the eyes, so that, when your face is in profile, the shadow is still there. Put it on a little at a time, but don't be afraid of it. Shadow blends beautifully if you take a little time to smooth it all over your eyelid, blending it away at the brows and concentrating the colour near the lashes to bring out your eyes.

And what colour shadow? That is a question beginners always ask, and the surest thing is to match the colour of your eyes, with the exception of brown eyes, which take green shadow and grey. But watch a smart woman who knows the tricks of make-up, and you will find that, at night, she may treat eye shadow as a colour accessory, matching her flowers to it, or her jewels. She has learned the stage stunt of covering the whole lid with brown shadow first and concentrating a second shade near the lids. She mixes shades together or puts pure gold or silver over a colour. She uses black shadow that looks mysterious (instead of old, as you might think), or adds a sudden dramatic accent of white to her lids.

If you are conservative to the point that you don't like to use coloured eye shadow by day, put a colourless pomade over your lids, and they will shine without colour. Professional models apply these pomades over coloured shadow at night to catch the gleam of the lights. If you wear eye-glasses, don't think you must forgo shadow, because a shadow softens your eyes under the lens and brings out the colour.

If you are a mascara devotee, you need no urging in that direction, because, once used to it, you feel undressed without it. The best way to put on mascara is with a clean brush that is not too wet and allow it to "set" for a minute or two. Then, go over the lashes with a second clean brush or a tiny eyelash comb. Brown is usually the most natural colour for all but definitely black lashes. (Continued on page 140)



Erie

SCHIAPARELLI'S Persian Prince dinner-suit—as splendid as anything in Irak's fables. A rich broadcloth jacket, long suave lines, prodigal gold embroidery, a crêpe dress, a sculptured Scheherazade turban



Opposite: PATOU's ruby velvet dinner-suit has one of the hip-length, sweater-like bodices that are sweeping Paris—of green mat jersey, bordered with sable. When the jacket is closed, the bodice is hidden—and the sable band looks for all the world like part of the jacket

Paris tie-ups



First, above: Butterfly bows—on PATOU's mahogany-red kid pumps, designed as much to spot-light your ankle as to cover your foot. (Focusing attention on your ankles is the great goal of shoes, right now.) The bows are made by bands of the kid that cross over the heel

Second: Tailored bows—on SCHIAPARELLI's brown kid pumps, deceptively neat and demure at first glance, with stitched bands circum-navigating your ankles, closing with bows in front. Schiaparelli, too, believes in emphasizing a well-turned ankle, by hook or crook

Third: Bows just under the knee—finishing off the crisscrossed ribbons that hold SCHIAPARELLI's light-hearted evening sandal, in the Directoire spirit, with a touch of the opera-bouffe shepherdess. The ribbons are reversible pink satin and moire; the sandals are of blue kid

Left: Bows above the ankle—on PATOU's evening sandals of gold kid, lashed with gold thongs that crisscross up your leg like the lacings of a ballet-dancer's slippers. For a final touch of opulence, there are huge buttons of dark topaz to gleam on your instep and ankle



MOLYNEUX brought the two together—a wool suit in deep amber yellow, and a frame collar of red fox. There's a semi-fitted jacket, straight skirt, yellow blouse. Molyneux's amber wool hat. (Imported by Salon Moderne, Saks-Fifth Avenue)

Red Fox and Amber



NELSON

Wide Persian Sash

ALIX invaded Persia for the lines of this dress—wrapped widely at the waist with a *shast* of fuchsia over purple crêpe. Fuchsia velvet makes the Maria Guy cap with a bow. (Imported by Jay-Thorp.) Jewels; Seaman Schepps



VIONNET (STEIN AND BLAINE)



GERMAINE FRANCOIS (SALON MODERNE, SAKS-FIFTH AVENUE)

*Day Successes
Imported
from Paris*



NELSON

MOLYNEUX (HENRI BENDEL)

VIONNET tries her famous violet-and-green combination again, in a dress which (incidentally) would fit perfectly into a trousseau—violet wool, with a bright green scarf filling in the deep gash décolletage. Slanting violet hat

GERMAINE FRANÇOIS, at the Paris Openings, produced this afternoon dress of black mat wool jersey, draped fluidly at waist and shoulders. With it goes Agnès' flaring Breton, its brim swathed and draped with a band of dark red jersey

MOLYNEUX, in the cause of simplicity, made this straight black wool dress, belted with patent leather; a three-quarters black velvet coat uses the same wool for lining and revers. Maria Guy toque, black felt pulled through a metal ring

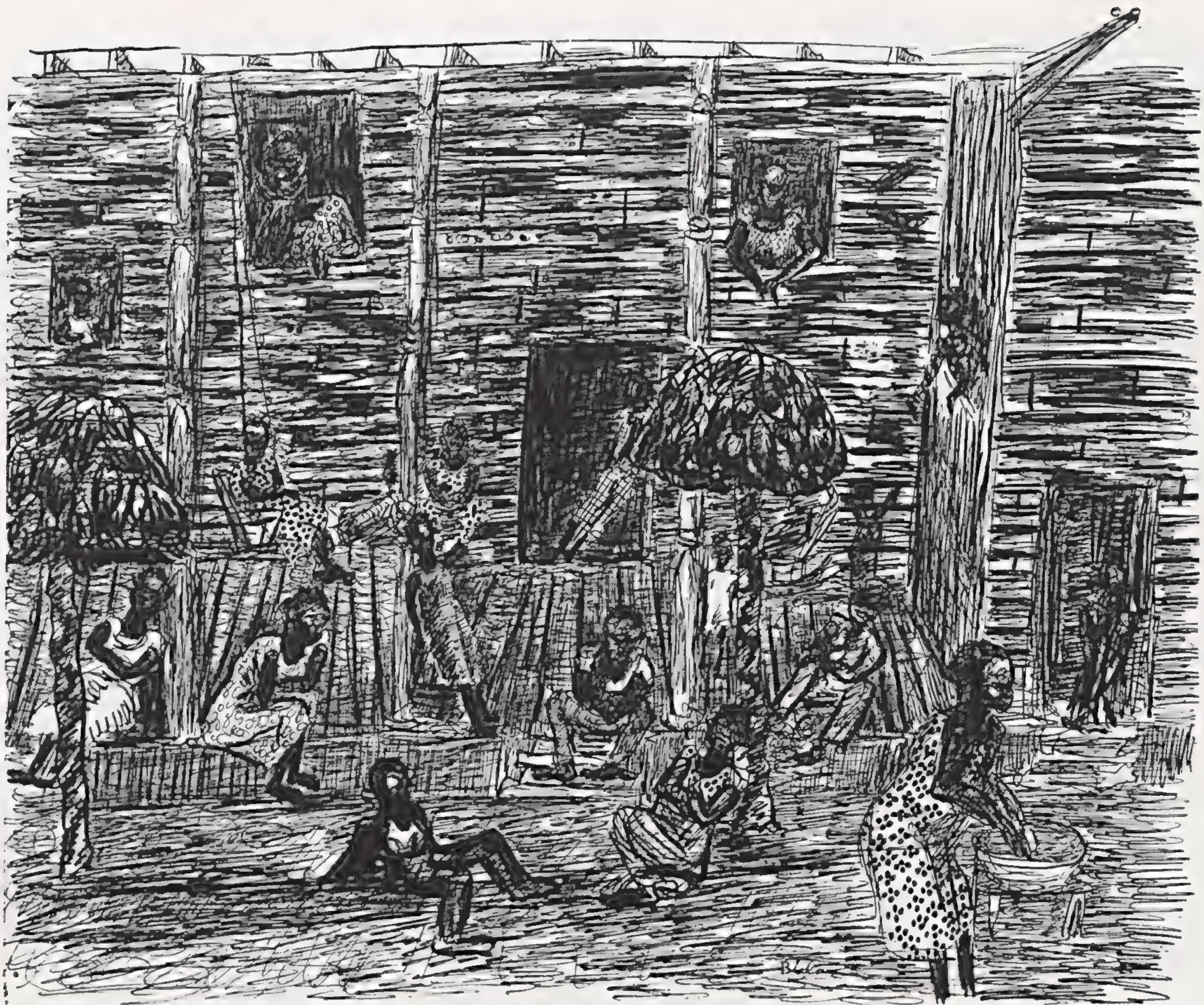


HORST

WHITE TEA-GOWNS for a trousseau. First, Yrande's broadcloth coat (Jay-Thorpe). Cellophane mules; Cedric. Second, Maggy Rouff's cowl-necked coat of silk jersey, slit over a jersey sheath. Mauboussin jewels. Décor by Aristide Horst



FUR HOUSE-COAT by Mainbocher—a sensational coat of chinchilla-dyed rabbit with no sleeves and a devastating air of Louis XV. extravagance. Beneath it, a slim, long-sleeved dress of pleated pink chiffon. Jewels from Mauboussin



THE ORIGINAL "BLACK BOTTOM"

Take me back to Tennessee

by Ford Madox Ford



Editor's Note: This is a chapter from *Portraits of Cities*, the book on which Mr. Ford, the distinguished English critic, is at work. It will be published some time next year, illustrated by these sketches, drawn for *Vogue* by Biala, in private life Mrs. Ford. Last spring, the Passadoit Gallery held an exhibition of her drawings and oils

THE chief glory of Nashville, Tennessee, is in her hair—in the really incomparable beauty of the deep foliage which hides her suburbs. You can not indeed match, in its own English way, anywhere on this continent the showering greennesses of the bowl in the hills that surrounds the Athens of the South. If Shakespeare and the Elizabethan lyric writers should there be reborn, they would go on writing about the darling buds of May and the doxy over the dale as if they had never stopped doing so, and if you there let loose a nightingale it could sing its head off as if no Atlantic spread itself between there and the dingles of Warwickshire. And there the sunlight falls peacefully and you sit in the shade and watch the garden paths winding away into green secrecies.

She has even a sky-line like that of fabled cities. If you look for it carefully, at a given spot on the Clarksville new road, on the bridge over the Cumberland, you will see the Capitol stand up on a cliff, the fortifications running away, square like the lines of Ehrenbreitstein, on a ridge of fortified earth from which you might think you could assault high Heaven itself. And towards it the white road runs with expectant enthusiasm so that you would swear you saw there on it all the Pilgrims of Chaucer on the road that bobbed up and down to Canterbury. And, as if it were Nuremberg, or Toledo, or Rome, or perhaps New York, or even Athens, you step on it like mad, desiring without delay to see from its ridge the golden glories of the

Parthenon, the frowning menace of its Castle, the venerable cloisters of its Colleges, the mellow lichens of its venerable tombs.

For miles and miles back upon the truly bobbing up and down road, chaste posters have been telling you that you *must* visit Nashville's Parthenon, her Castle and her Colleges—and that she is the Athens of the South.

Of those, there are I wonder how many in the world... Charleston, South Carolina, calls herself, one knows, the social Athens of the continent; Boston is the Athens of the North.... So is Edinburgh. Heidelberg is the Athens of the Reich; Berkeley, California, of the Coast. And, of course, there is also Athens. But she is rather forgotten. If she turned up at a Congress of all the Athens of the world, she would probably be jailed as an impostor or confined as having *Chiropterae* in her Parthenon.

It is perhaps the story of her monuments that makes Athens, Tennessee, singular amongst the cities of that name. You enter Nashville by a road that bobs its houses up and down more precipitously than is the case with any town that I know, through a coloured quarter that, except in its hill-climbing, resembles all the other coloured quarters of the South; you pass a coloured University, spick and span and scarlet, picked out with black faces and the white corneas of scholastic enthusiasms. For they say that the enthusiasms of all the other educational establishments of this city pale to ineffectualness before those of Fiske University. In compensation, the white professors of the institution are not received in Society—but, in recompensation, they are paid living wages suitable for learned persons.

You plunge then violently down between printing-houses, railroad shops, roasted coffee-factories, shoe-, stove-, structural steel-factories; fertilizer-, hosiery-, textile-, and men's clothing-factories. You are then flung violently upwards between men's clothing-, textile-, hosiery-factories and between structural steel-, stove-, shoe-, and roasted coffee-factories. You would never think you were in a "centre" of the finest stock-raising, dairy, and specialty farming in the country. You would think you were in a world stretching forever between clothing-, stove-, structural steel-, fertilizer-, and all the other factories. If you happen to have been gassed in the late War, your lungs distend and close like old bellows with the sulphur in the air. You sway and bump through the district known as Black Bottom—the "original" Black Bottom you are warned to remember that it is!—and you marvel that blackness can be so black. Then you perceive



SOLE EXAMPLE OF NEW YORK PRIMITIVE ART



THE CAPITOL STANDS UP FROM THE CLARKSVILLE ROAD

that nearly all the once red brick houses of the town are as black as the Negro shacks of the Bottom. You will be told that so prosperous is this Athens and so much soft coal is there consumed, that in winter the soot is three inches deep on the house-fronts. If you go there eleven times you will be told it eleven times or more, each time in tones of pride and veracity, and if you are told a thing eleven times, however great its exaggeration may seem, you will believe something of it. I begin myself to believe that the winter soot must be at least two inches and a third deep on the house-fronts—and of course in the lungs of the Southern Athenians.

In your exhaustion you pant up a last hill and arrive in front of the thousand and first white angel-cake Municipal edifice that you have seen. For there are miles and miles of them in Washington, some be-columned, some not, and leagues in the Parisian suburbs, and the Tower of London is buried under them, and Rome takes from them her modern colour.... So the little, charming, red brick cupola'd new market beside that white enormousness is a relief to eye and mind; and you sink onto the benches of the steak house where they offer you consistently as good porterhouse steaks as you could desire. And the place will not be too full and the voices will not be too grating.... And you will listen to the story of the Monuments.... For the eleventh time if you have visited the city eleven times.... But of course you may be told it as many as three times in one visit.

In the old days, then, S. Athens, Tennessee, boasted of a financier who built a railway with his fiddle, a park commissioner who did not like the violinist-financier, and a race-horse owner who knew nothing of either. The financier who built the railway with his fiddle did so because the park commissioner put so much opposition against the financier's railway—wanting to build a railway of his own—that the financier had to take his railway entirely around the city to find a way in for his line. So the park commissioner called him a thief. I don't know why he called him a thief—but he is said to have done so, and it is an integral part of this story that he should have done so. In the meantime, the park commissioner's opposition had cost the financier so much money that his finances were unable to pay for the construction of the railway. On most days of the week, the men who worked for him would not work, and the men who should have supplied him with materials would not supply. So, mornings, the financier who was an incomparable fiddler, fiddling so (Continued on page 131)



SEÑORA DIEGO RIVERA, WIFE OF THE FAMOUS MEXICAN ARTIST

TONI FRISSELL

Señoras of Mexico

by Alice-Leone Moate

NOT all Mexicans are picturesque Indians in big straw hats. There is actually a group of what, for want of a more pleasing term, must be called "society." This always seems to come as news to the average American traveller who, on entering a drawing-room in Mexico City and finding it full of smartly dressed people talking much as people talk in all the drawing-rooms of the world, is invariably overcome with astonishment. "But how sophisticated!" he is sure to cry out in amazement.

As a matter of fact, it would probably be necessary to go to Vienna to find another group resembling what is left of the old régime in Mexico. There are innumerable analogies to be drawn between the two: most marked is the fact that, in Mexico City as in Vienna, the society is a small, tightly closed corporation with every one related to every one else. It is strongly Catholic and does not countenance divorce, so that any woman who leaves one husband to marry another is in for a bad time of it, unless, of course, she is a foreigner. Most of the people have known each other since childhood and, in any event, follow the Spanish custom of addressing social equals by Christian name and the familiar "tu."

At one time, the Mexicans were as fabulously wealthy as Austrians; and they, too, have seen their fortunes wiped out by a revolution. Since they have difficulty in making ends meet, their life is scarcely what could be called one mad round of gaiety. If people didn't get married or die once in a while, things would be pretty slow, as weddings and funerals are the only two big social functions left.

In the days when they had money, everything was done on such a lavish scale that none of them have been able to adjust themselves to any simple form of entertaining. During the Centennial, for instance, Don Pablo Escandón thought nothing of building another room onto his house for one night, in order to seat fifty extra guests at dinner, and, quite as a matter of course, he bought a gold service for fifty to



SEÑORA MIGUEL DE COVARRUBIAS

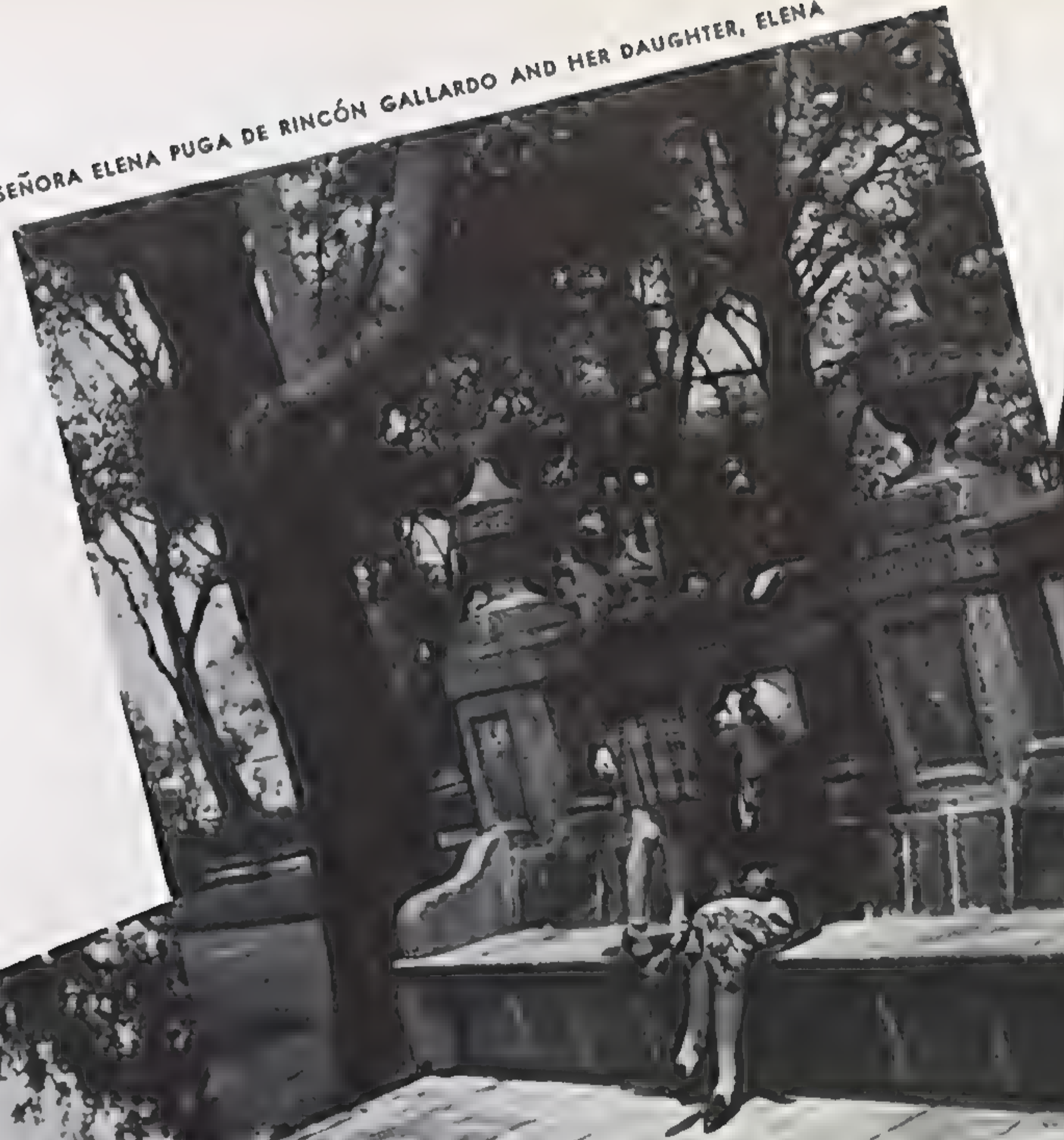


SEÑORA ESTRELLA CARROLL DE ELIZAGA

TONI FRISSELL



SEÑORA ELENA PUGA DE RINCÓN GALLARDO AND HER DAUGHTER, ELENA



SEÑORITA MERCEDES MARTINEZ DEL CAMPÓ, SEÑORITA DIANA SUBERVIELLE

TONI FRISSELL



SEÑORA CASASUS DE DIAZ AND HER SON, BERNARD

supplement the one for a hundred that he already had. Having once thought in those terms, there is no way of convincing the average Mexican that it is possible to give a dinner for twelve people with no gold plate, only three or four courses, and less than six footmen. So they just don't entertain.

They do give teas. Affairs that begin at seven or eight and last far into the night. The table is set in the dining-room with every variety of sandwich conceivable and all sorts of delicious Mexican dishes—toasted *tortillas* spread with alligator-pear, *enchiladas*, little cakes—which one usually eats while standing up in front of the table. Sometimes there is bridge of a very indifferent variety, and, at other times, the guests merely sit around talking or, on some special occasion, there may be a couple of guitarists brought in to play and sing.

The only other popular form of social gathering is the luncheon party, which begins any time between two and three o'clock and lasts until five, with the men of the household present. (A "hen" luncheon is unheard of.) The meal consists of at least six courses, some of which will be French, but there is always sure to be one dish of rice and eggs; a Mexican *pièce de résistance* such as *mole*, beans and cheese, with fruit pastes. But dinners are left for foreigners and diplomats to give. We can't remember ever having been to a Mexican dinner-party. Like the Spanish, Mexicans have never liked (Continued on page 166)

Opposite page: Drifting on the floating gardens of Xochimilco: Señorita Sofia Vereá, Señorita Mercedes Fernandez Castelló, Señorita Tana Corcuera



Extra!

1. Tiny, bright-coloured bunches of felt flowers to bloom on a jacket lapel; Bonwit Teller
2. Volupté's carry-all case, enamelled in Persian blues and purples, will hold sixteen cigarettes, and face-powder, rouge, lipstick. There's even a change-purse and a comb; Bonwit Teller
3. Top, left: Wear it as a pin or split it up into two clips—this clip-pin of rhinestones and ruby-coloured stones; from Lord and Taylor
Top, right: A clip made like a strap and buckle, of rhinestones and artificial sapphires; Altman
Bottom: Clip-pin of rhinestones and artificial rubies, huge and effective; Saks-Fifth Avenue
4. Old jewellery, gold enamelled in deep blue, from the special collection at Bonwit Teller
5. Bulky mittens of black Persian lamb, with leather palms, red suède inserts; Saks-Fifth Ave.
6. Aris' flame-coloured Mokado doeskin glove
7. An all-over design of little bow-knots on a bag and gloves of French velours doeskin, in various new colours; Bergdorf Goodman
8. Made like a Roman legionary's—this low sandal of black reindeer; Bonwit Teller
9. This black suède shoe has one strap, and a huge tongue trimmed with metal; Bonwit Teller

Extra!

- 10.** Koret's neat little box-shaped bag of black suède, with a short handle on top; Altman
- 11.** This good-looking trio—a squared-off bag, brief gloves, and a narrow belt—is the work of a famous Hollywood designer, Howard Greer. It's of non-crockable French velours doeskin, in practically every colour and every combination of colours; from Saks-Fifth Avenue
- 12.** Two-handed bag of black suède; Best
- 13.** Koret's saddle-stitched bag of black calf, sleek and shining, has two overhead handles, closes with a Talon fastener; Lord and Taylor
- 14.** Maggy Rouff's memorable day dress of brown wool—one of those superb, simple day-dresses that you can not live without—is a perfect foundation for your whole winter wardrobe. Actually, it's a blouse and a skirt, embodying the most brilliant idea in Rouff's daytime Collection—the hip-length, sweater-like bodice, simple as a jumper, except for the shirring at the side seams. This particular blouse closes high at the neck, and is held in place by a gold band (or your own favourite clip). Suzy made the draped, two-toned jersey hat



14

12

13

10

11

As only Paris can do it—the all-important, indispensable dark day dress, in six perfect versions. First, below: Mainbocher's two-piece dress of ribbed, spongy wool has a hip-length, beltless bodice, fitted slickly through the waist, fastening with a double row of jewelled buttons (Bonwit Teller)

Centre, below: Mainbocher's Collection had a superb series of day dresses with hip-length, high-necked bodices, beltless and narrow as tubes. This two-piece tunic-dress is of sheerest black wool, with a square, braid-embroidered motif plastered on the diaphragm, and bust fulness below a square yoke

Right: Mainbocher likes back panels almost as much as hip-length bodices for day. Witness this afternoon dress of satin-backed crêpe—the crêpe side used for the skirt and high-necked, moulded bodice; the satin side for a wide band around the hips, a full Watteau panel in back (Lord and Taylor)





Far left: Maggy Rouff centres all the interest of this black crêpe dress above the waist. She puts drapery—held by three carved wooden buttons—from the waist to the bust, over that important section of your anatomy known as the diaphragm; shirring below a triangular yoke (Franklin Simon)

Left: Maggy Rouff's slim black rayon jersey dress has (like all the dresses on these pages) a neck so high it practically grazes your chin. And, again, attention is focused above the waist, with drapery over the bust caught by a black velvet bow. The side seams are shirred part-way (Bloomingdale)

Below: One of the great successes of Lucien Lelong's Collection—this dress of black rayon jersey with diagonal drapery on the bodice running from the slide fastener to the opposite shoulder. The diagonal slide fastener is part of the trimming, finished off with a metal ball (Russeks; Marshall Field)

Copies of these imports range from \$30 to \$75



*That important
day dress*

RETURN TO CIVILIZATION

MONDAY



Permanent Wave - Reconditioning Manicure

TUESDAY

ESTELLE CAMPBELL



CLEANSING



LUBRICATION



PORE EXCAVATION



FOUNDATION FOR MAKE-UP

Facial Rejuvenation

WEDNESDAY



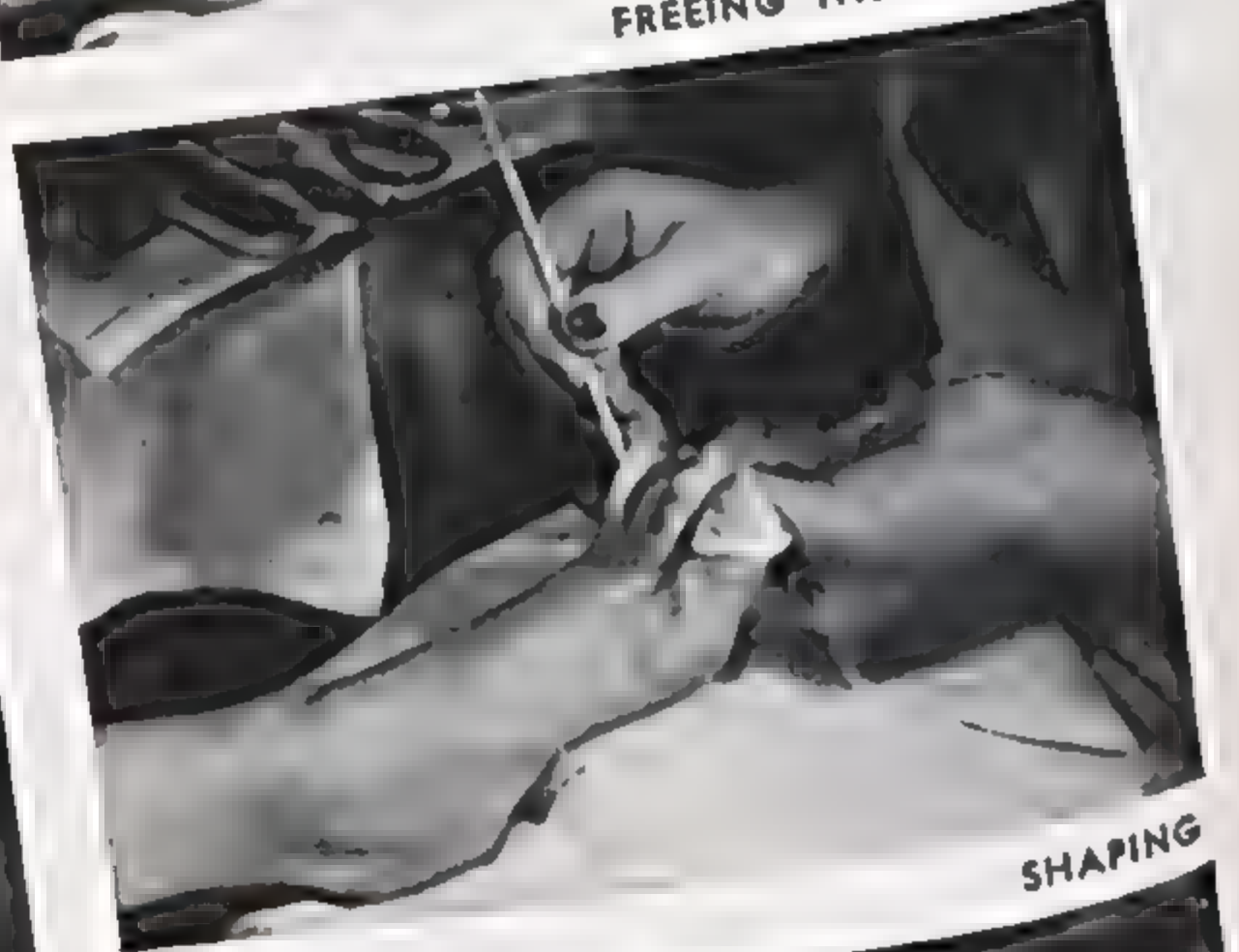
FILING



SOFTENING



FREEING THE CUTICLE



SHAPING



VARNISH



MASSAGE

Pedicure

THURSDAY

FRIDAY

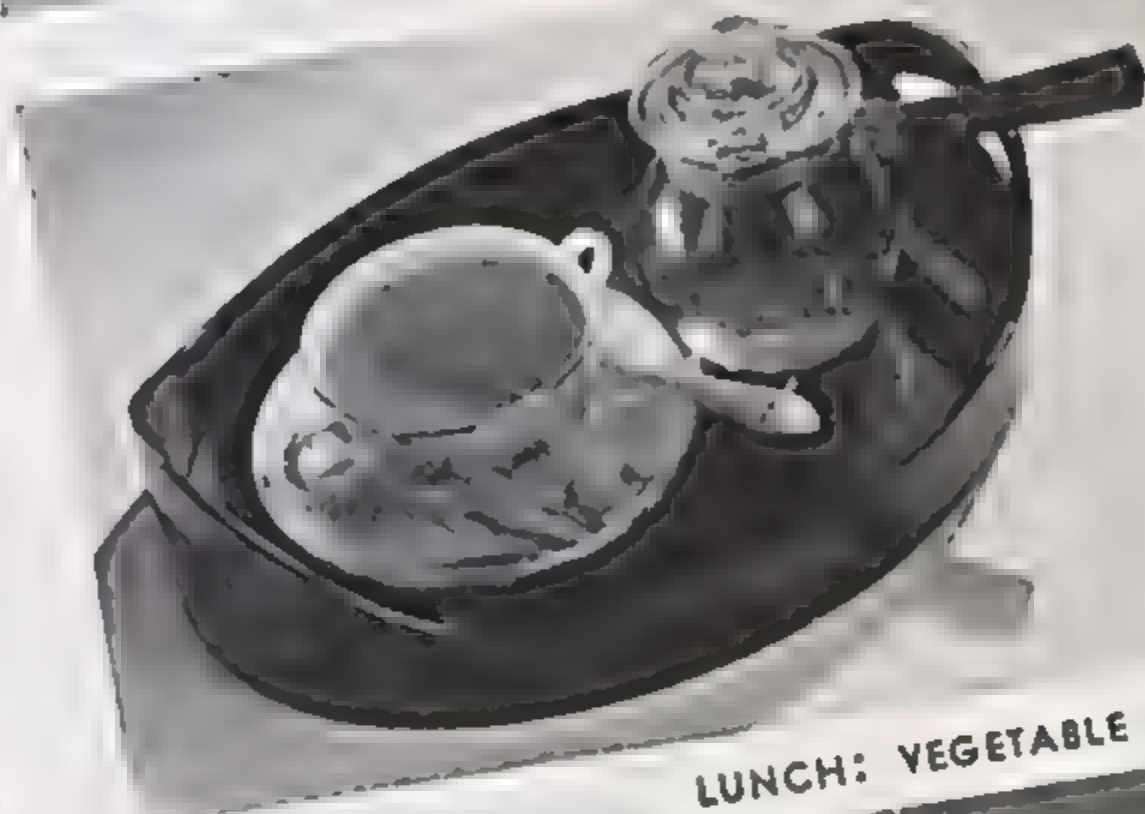
BAKER



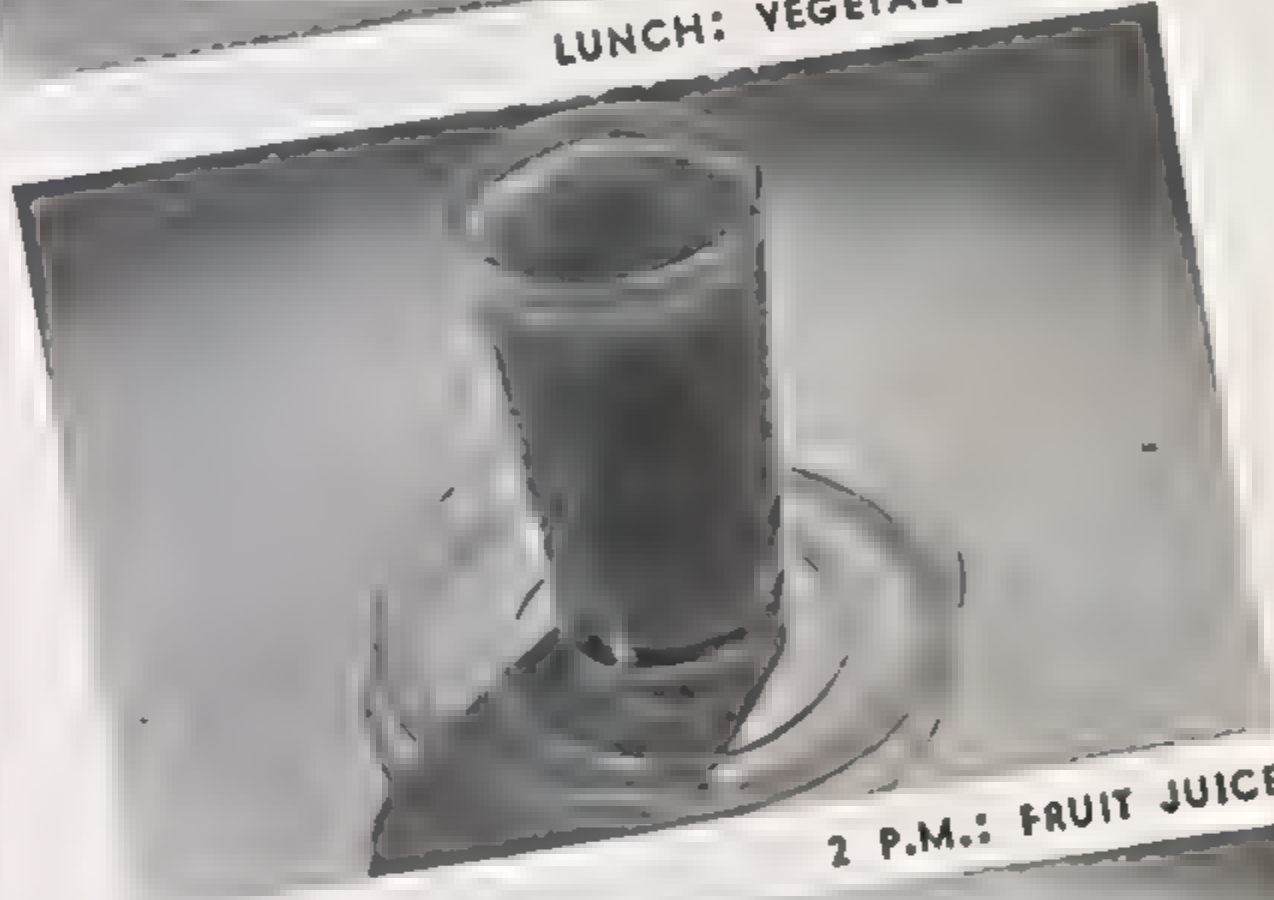
BREAKFAST: FRUIT JUICE, HERB TEA



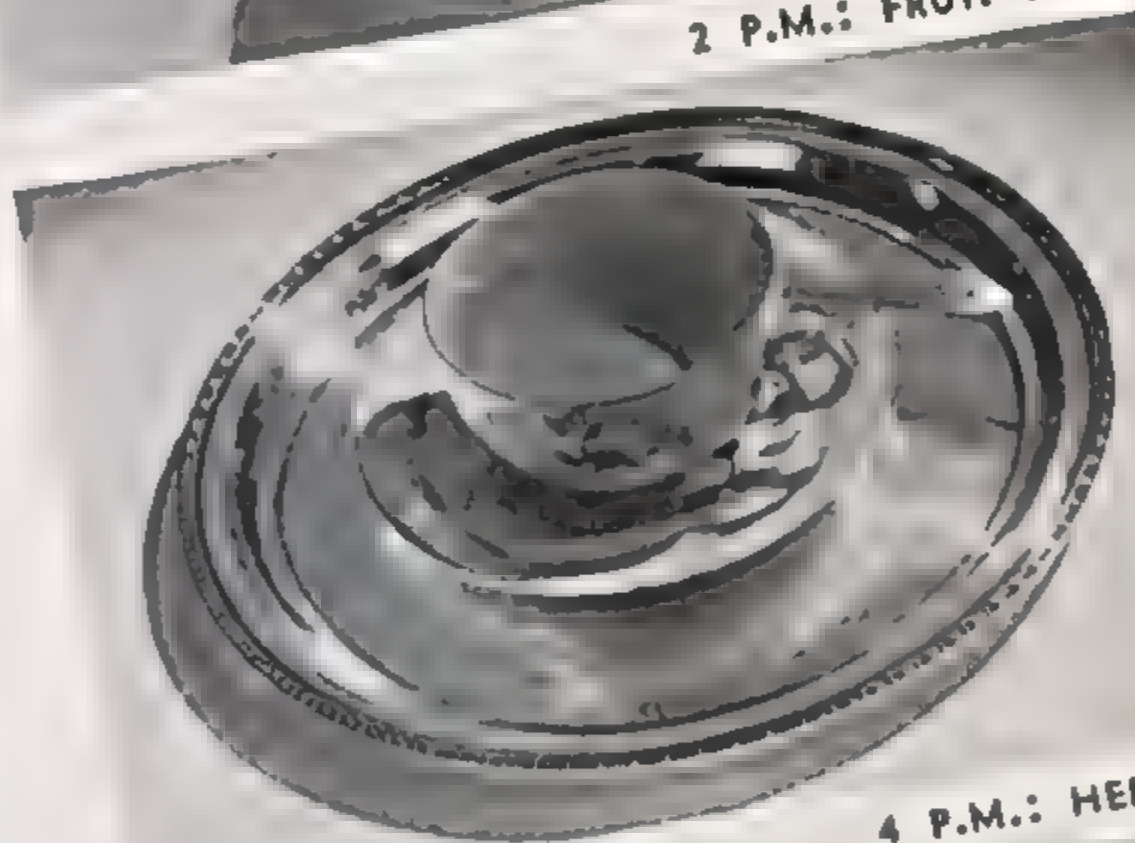
11 A.M.: VEGETABLE JUICE



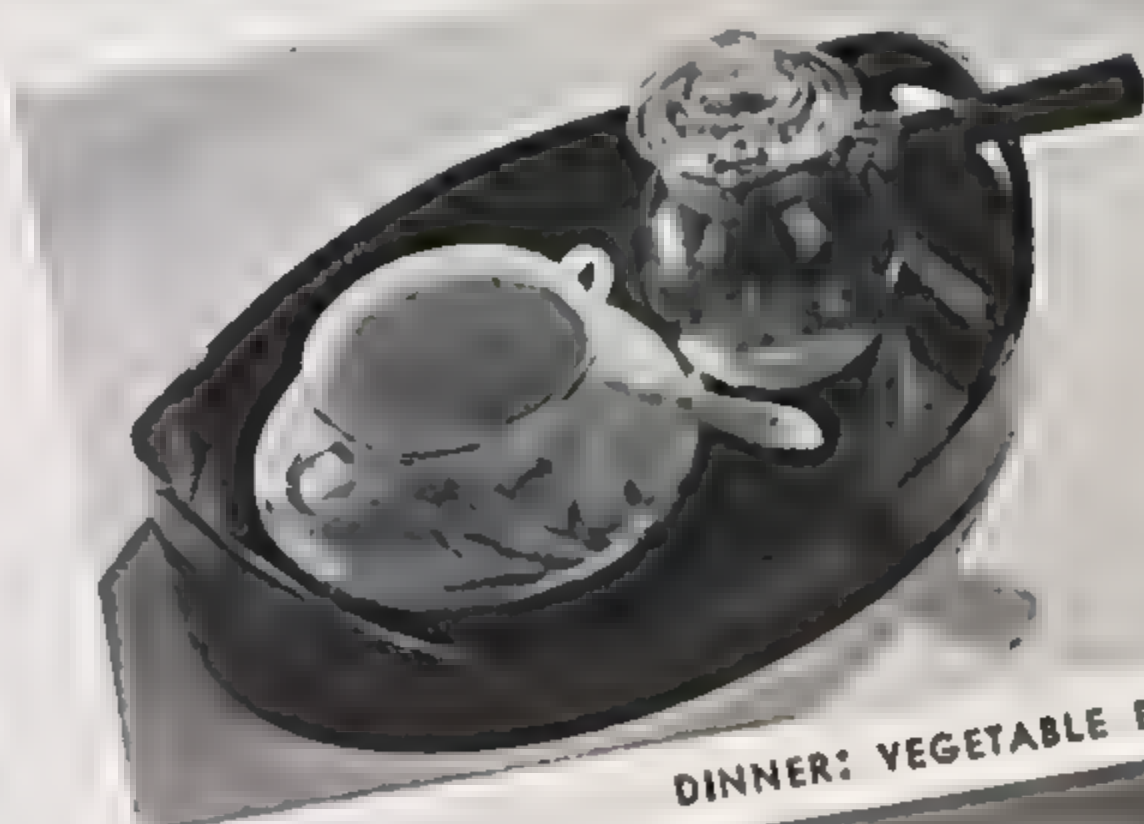
LUNCH: VEGETABLE BROTH



2 P.M.: FRUIT JUICE



4 P.M.: HERB TEA



DINNER: VEGETABLE BROTH



7 P.M.: FRUIT JUICE



SCOTCH HOSE



HEAT BY ELECTRICITY



MASSAGE

Body Build-Up

Cleansing Diet

YOU look like the end of summer. All right—or all wrong, rather. But you won't get over it by laughing it off. You need a program.

Herewith, we present a beautifying week. It is not—Heaven forbid—that you should stop all after a week's endeavour. But a concentrated week will accomplish a lot in itself and start you decisively on your way to working things into your winter schedule.

Monday—your permanent. Get a good one—don't economize on it. And, while it goes on, have a reconditioning manicure.

Tuesday—have a special facial treatment that will help to do away with the lingering traces of summer. The pore-evacuation step in the treatment that is illustrated helps to flake off the top layer of dried, worn skin.

Wednesday—a pedicure that has a final step of a relaxing and softening massage.

Thursday—a complete body treatment that will attack your figure in the right spots. This will surely include a skilful massage, to build you up or work you down; perhaps a siege in electric heat or with the Scotch hose, whatever your favourite salon features.

Friday—a dietary day. Unless there is some reason why you shouldn't diet at all, a day of liquids that rest and cleanse your system is good for you, even if you aren't reducing. We have spaced the liquids at times during the day when you might be hungry. Actually, you can have fruit juice and vegetable juice as often as you like.

Saturday, feeling as well as you look, you go on the town ready to dazzle all who behold.

TROUSSEAU BUDGET — VOGUE'S FINDS OF THE FORNIGHT

Cash Disbursed.

Cash. Disbursed.

Stitched red velvet

evening wrap. About \$30;

Bonwit Teller; Neiman-Marcus

Directoire dinner -
dress of black crêpe.

about 30;

John Wanamaker,
New York, Philadelphia

\$30

830

A wine velvet
corselet on a
cyclamen

Celantse

taffeta dress.

About \$30;

Lord and Taylor;
Marshall Field

\$30

Brought forward

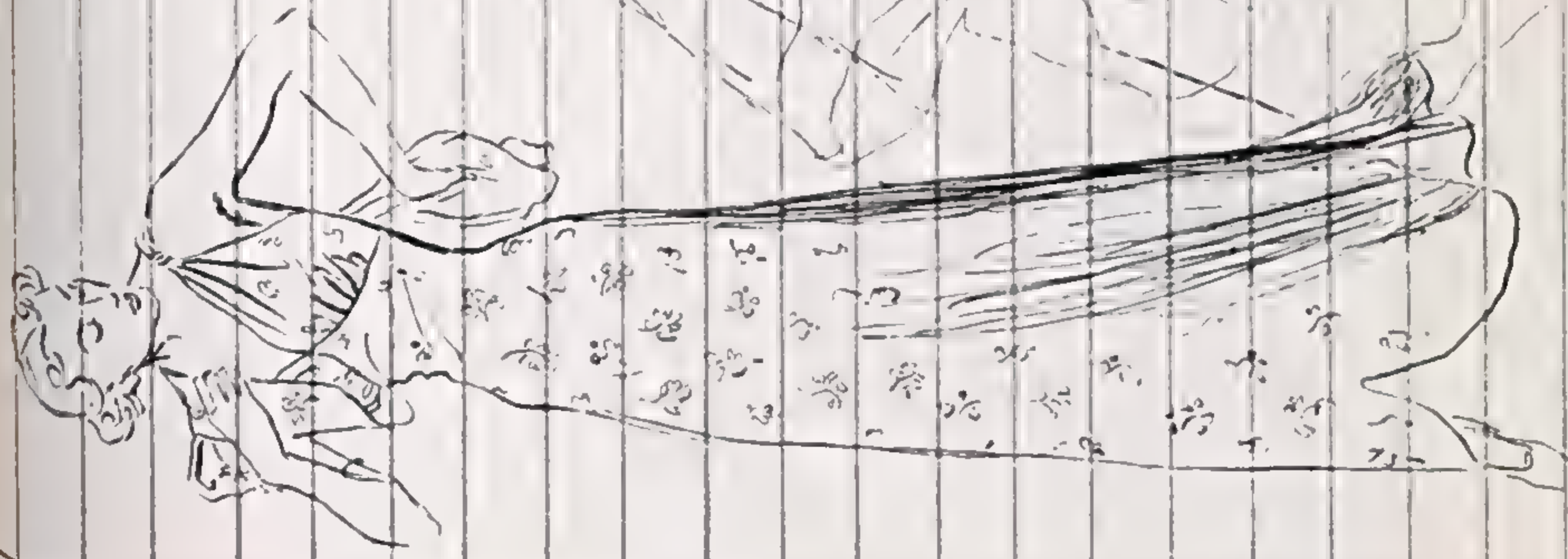
\$965

048

\$72

048

875



Low-cut evening dress and bolero of green-and-gold brocade. About \$35; Lord and Taylor; Marshall Field



White Chinese satin wedding dress, very Empire; with a sweeping train. About \$40; Best, Neiman-Marcus

\$35

\$40

Total for Evening

\$765

Going-away outfit - a brown wool dress, brown coat with slate-blue facing. About \$40. Brown felt beret. About \$15.

Bloomingdale



Natural jersey dress with diagonal tucking, green Talon fastener. About \$25; Altman



Double-breasted country suit of cinnamon tweed. About \$40; Best, Marshall Field

\$40

\$15

\$25

\$40

\$227

Total for Day

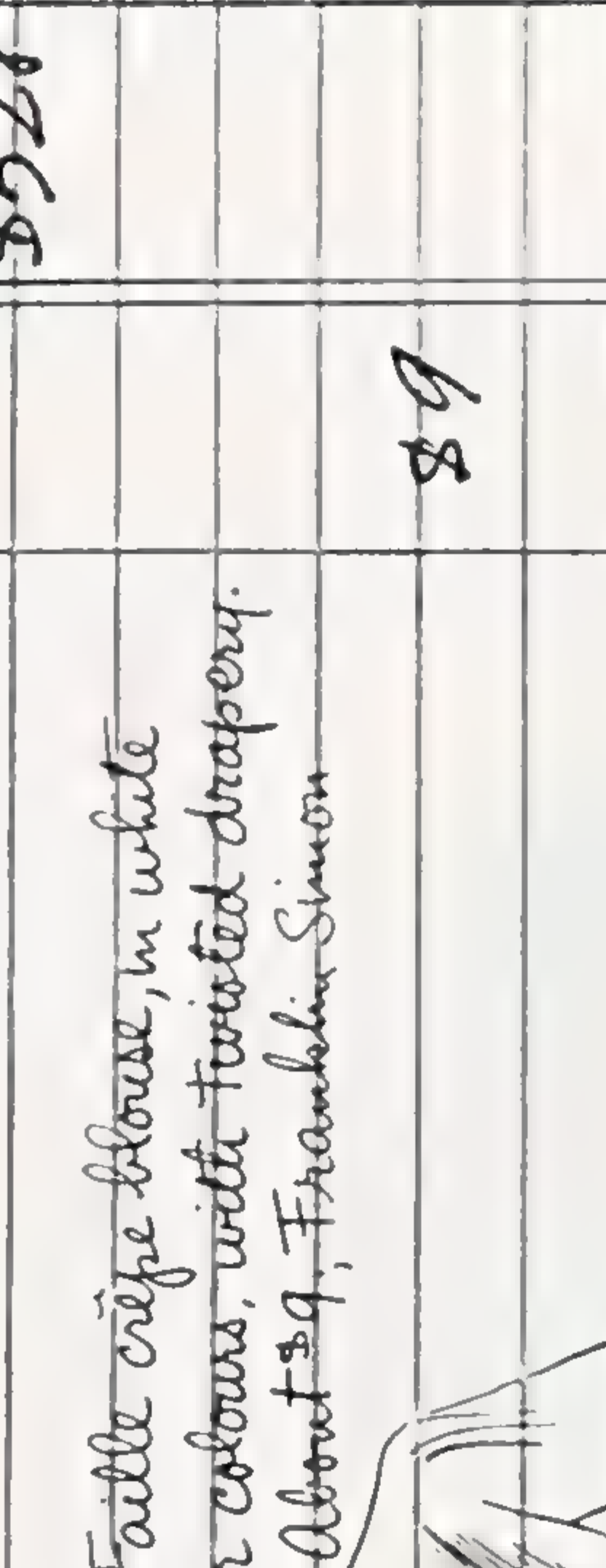
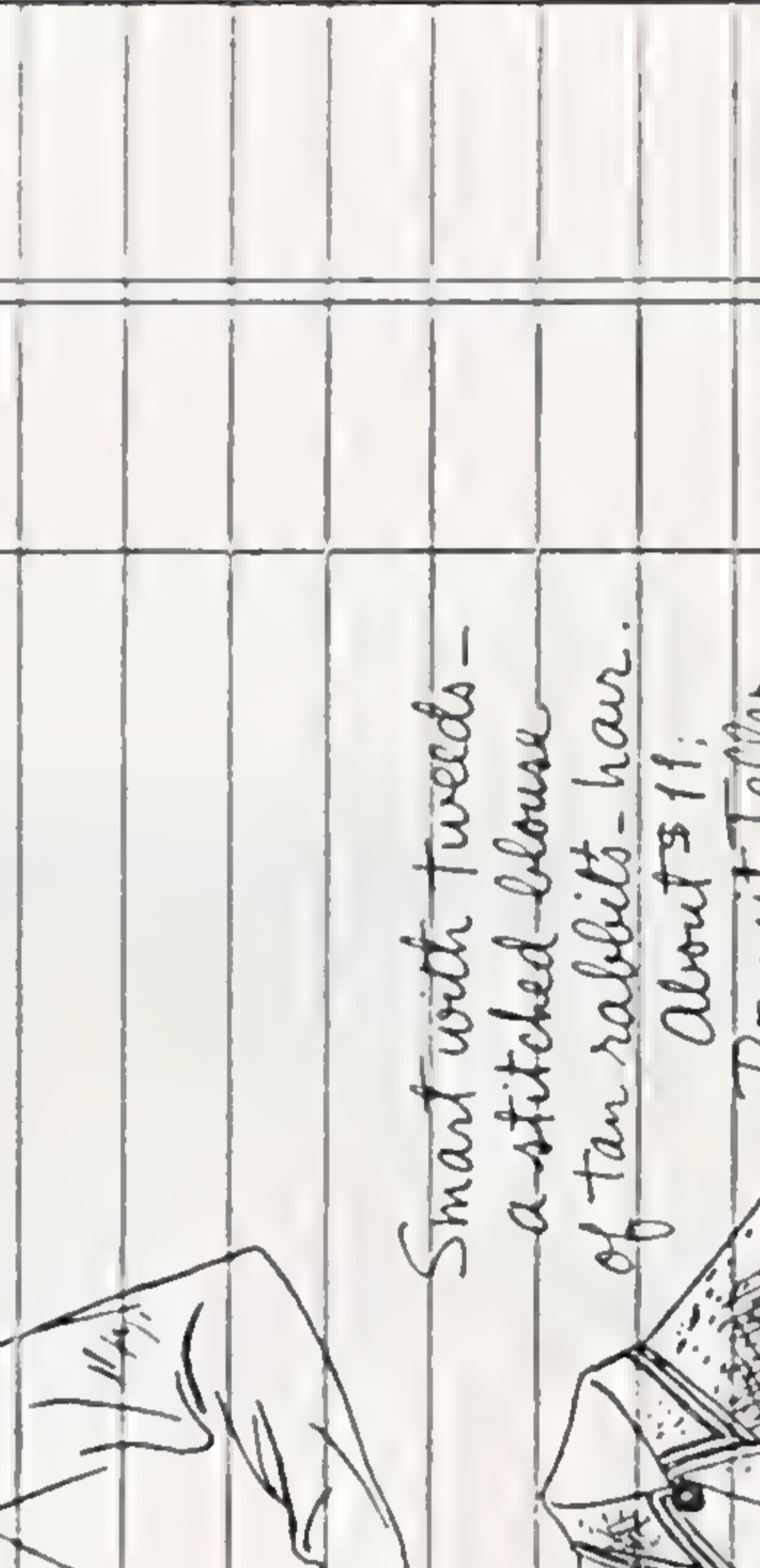
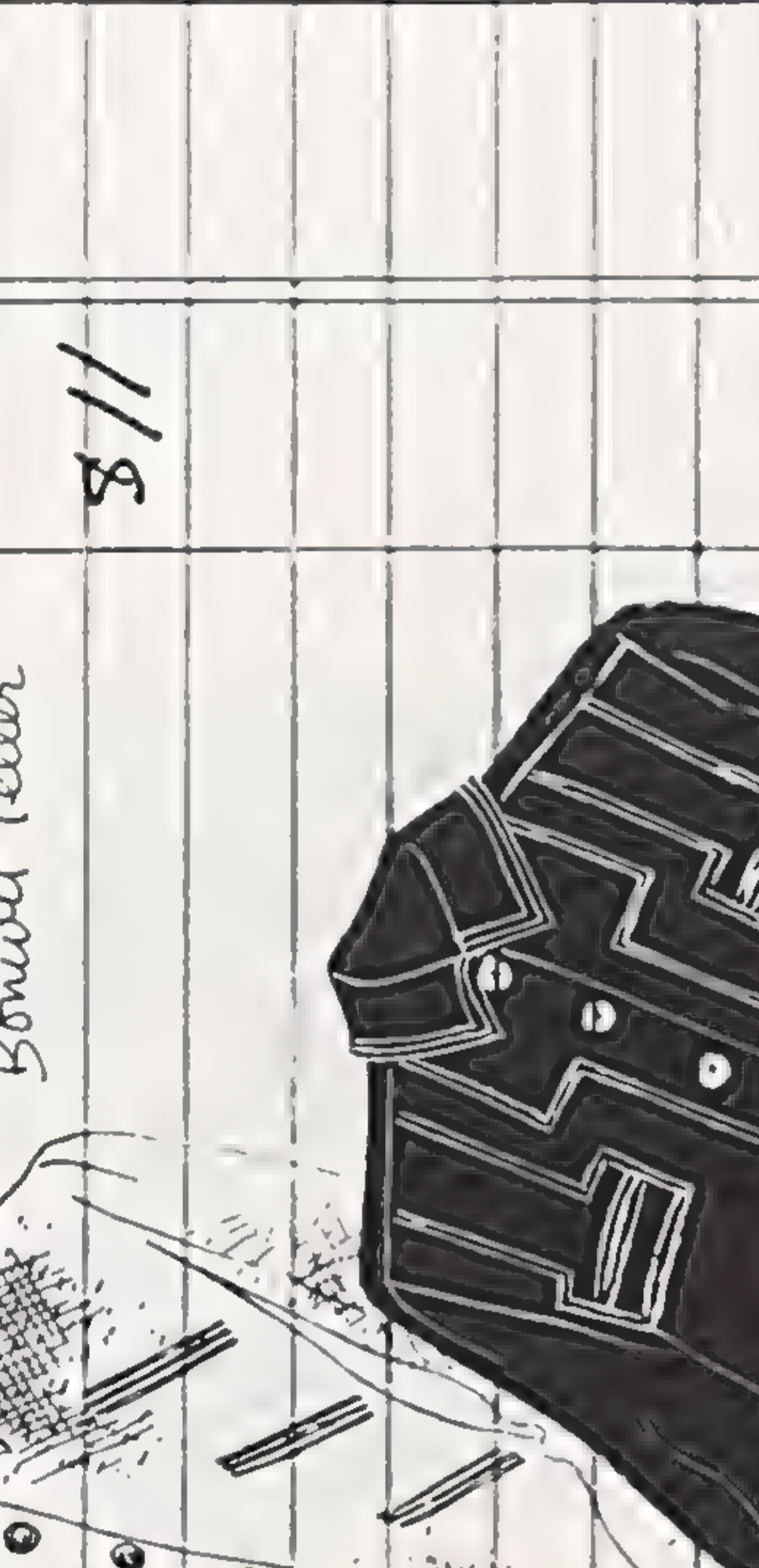


Carried forward

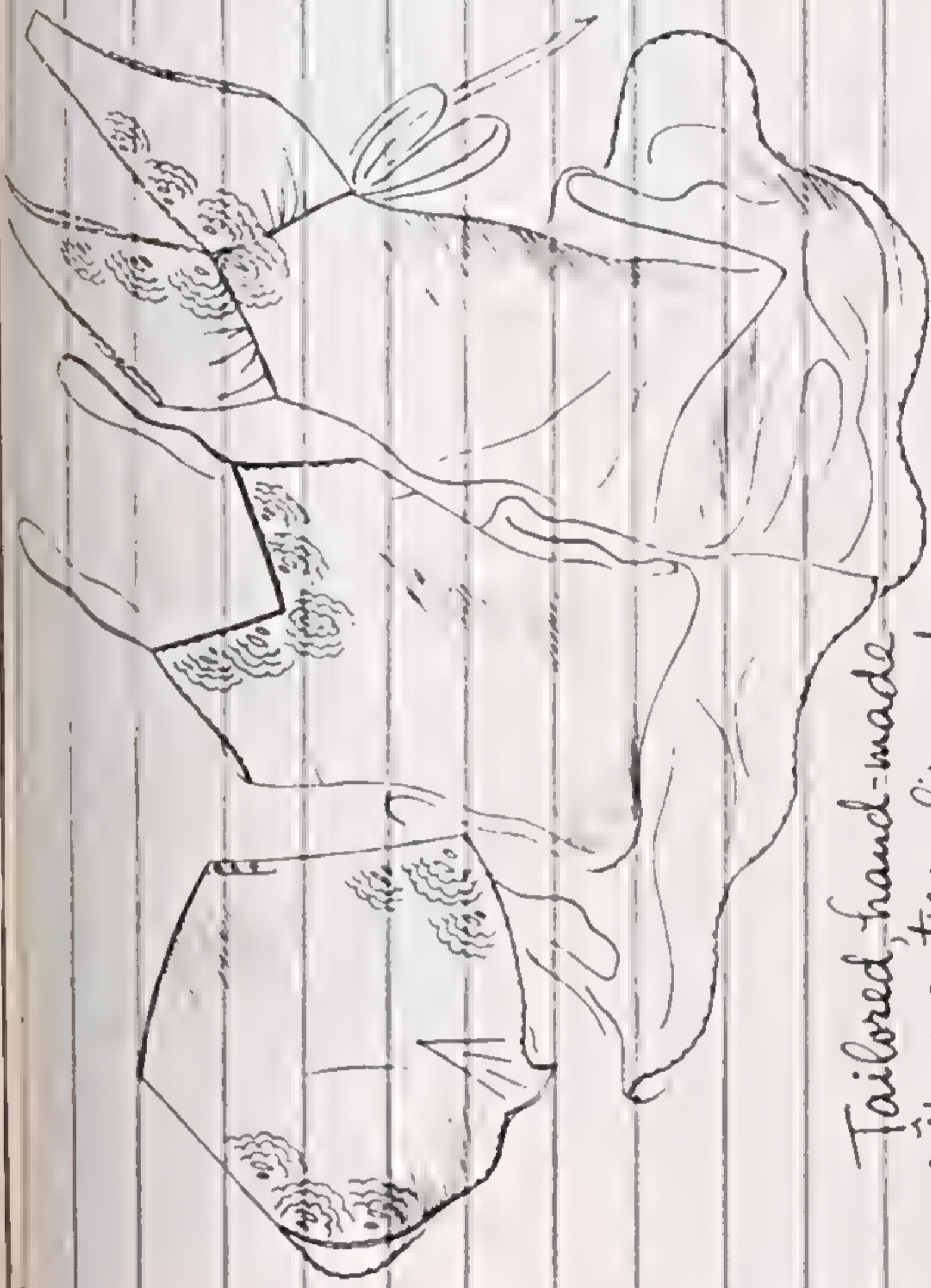
\$392

TROUSSEAU BUDGET — VOGUE'S FINDS OF THE FORTNIGHT

Cash Disbursed.

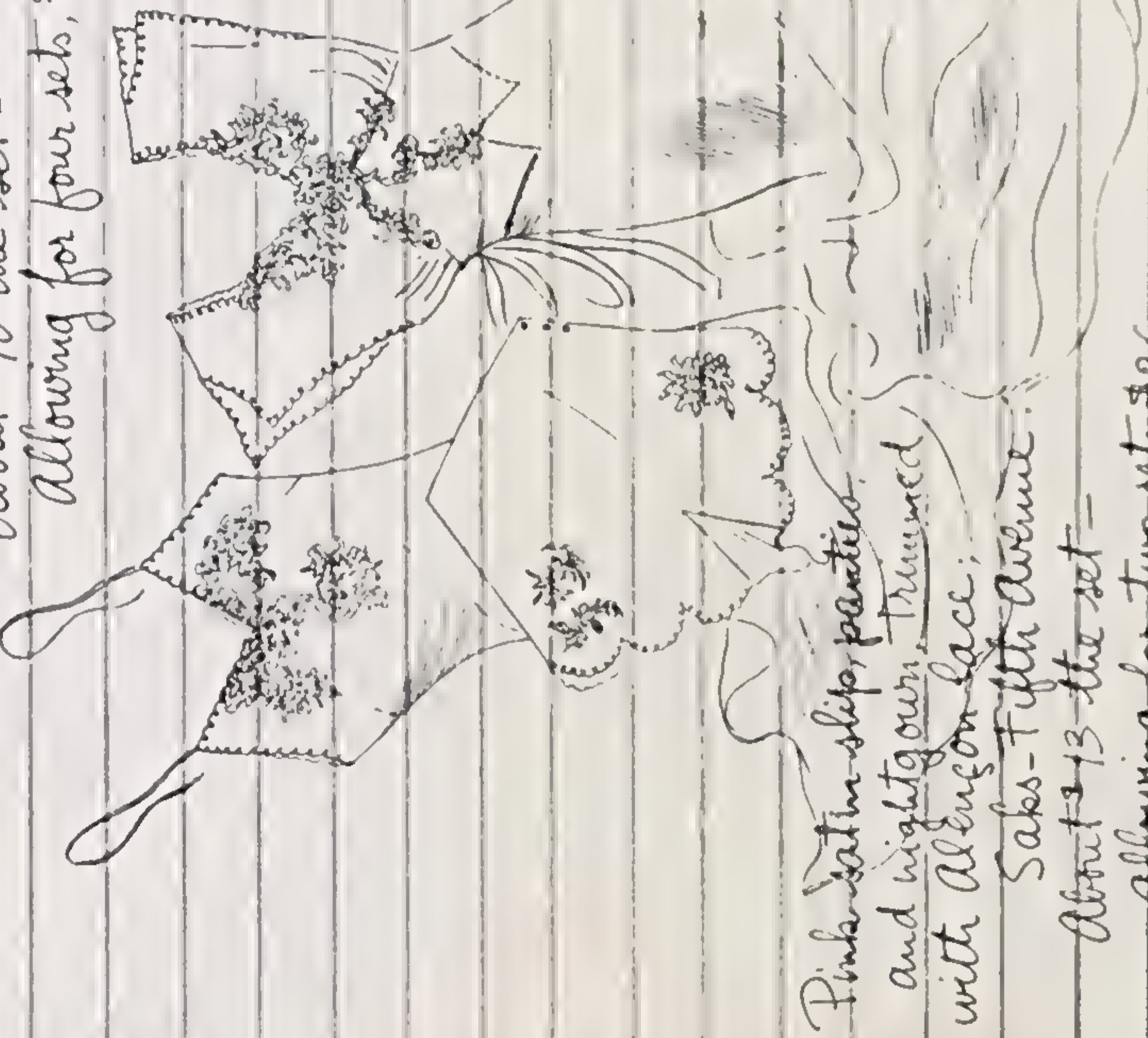
Cash Disbursed.

Brought forward	Brought forward	
<p>Pure satin negligé, in pink with a contrasting sash about \$18, Franklin Simon</p> 	<p>\$18</p>	<p>\$392</p>
<p>Knitted pink wrapper, crêpe-lined, with satin revers. about \$35; Altman</p> 	<p>\$35</p>	<p>\$528</p>
<p>Smart with tweeds - a stitched blouse of tan rabbit-hair. About \$11; Bonwit Teller</p> 	<p>\$11</p>	<p>\$9</p>
<p>Classic-tailored shirtwaist of rust-colored silk-and-Clawson. About \$10; Saks-Fifth Avenue</p> 	<p>\$10</p>	<p>\$10</p>
<p>For dinner at home, a shored house-coat of raspberry-red Celanese jersey. About \$17; Lord and Taylor</p> 	<p>\$17</p>	<p>\$10</p>



Tailored, hand-made
crepe panties, slip, and
nightgown; Saks-Fifth Avenue.

About \$10 the set -
Allowing for four sets, \$40



Pink satin slip, panties
and nightgown, trimmed
with Alençon lace;
Saks-Fifth Avenue.
About \$13 the set -
Allowing for two sets, \$26

Total for negligés and lingerie

Carried forward

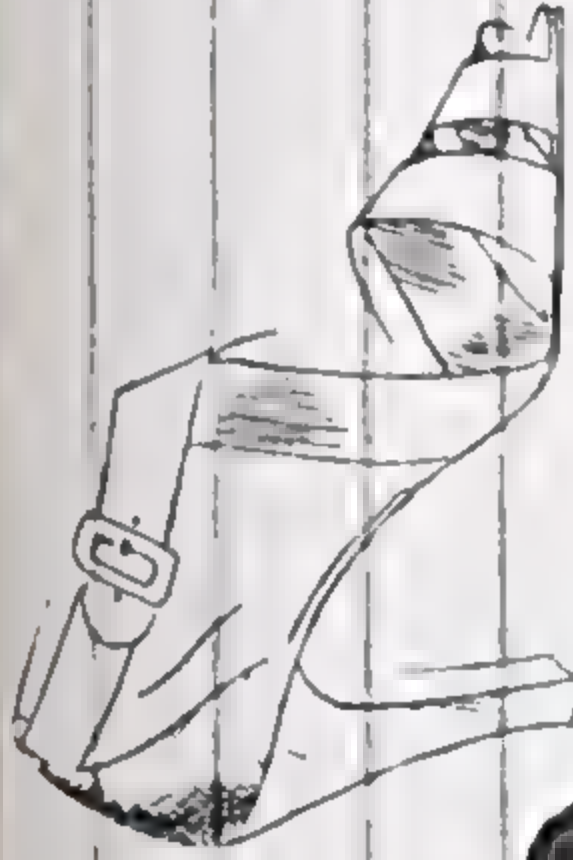
\$136

\$528

Total for Blouses, Bags, Shoes

\$95

\$623



gold-and-silver kid sandal.
about \$11; John Wanamaker.

\$11



gold-and-silver
kid-envelope. About \$4; Macy's.
Black velvet evening bag.
About \$5; Franklin Simon

\$4

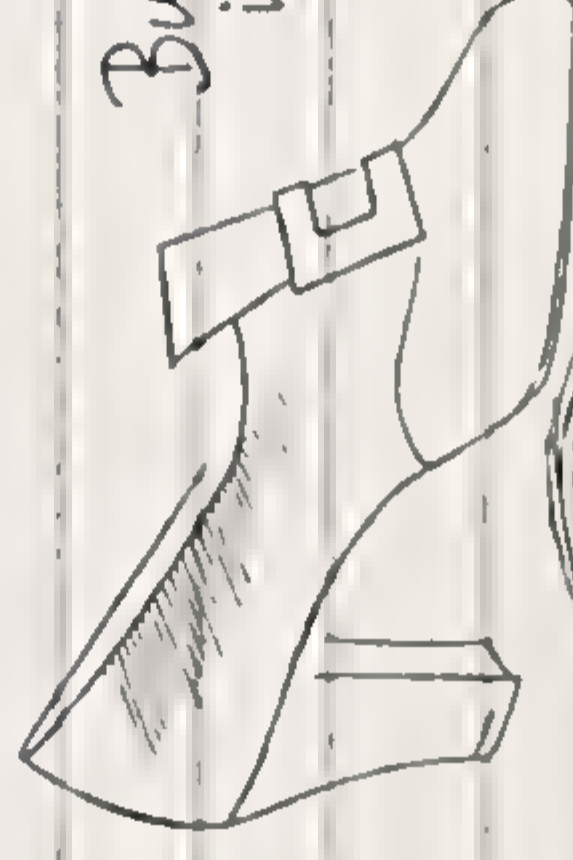
\$5



Black suede opera pump.
About \$9; Bloomingdale.
Square black suede bag.
About \$7; Macy's

\$9

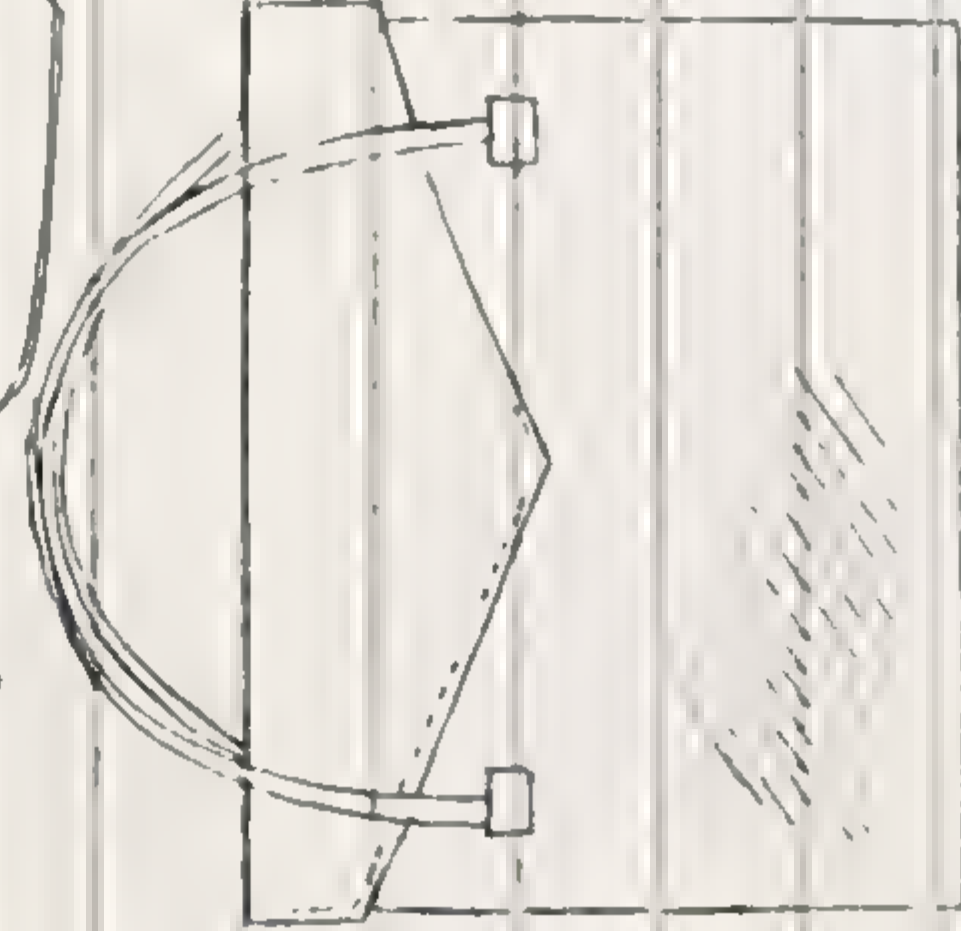
\$7



Buckled suede shoe.
in black or brown. About \$13;
Saks-Fifth Avenue.
Black calf-envelope bag.
About \$7; Franklin Simon.

\$13

\$7



Brown calf country oxford.
About \$9; Walk-Over

\$9

21. BERKELEY SQUARE, S. W. 1.
REGENT 4866

HAVEN.
NASSAU.
BAHAMAS.

1. Eaton's air-minded grey sheet and envelope with a blue heading; John Wanamaker
2. Fine grey striping on a thin white sheet and envelope, lettered in blue; John Wanamaker
3. A pale blue double sheet with a deeper blue border, pale blue envelope; Bergdorf Goodman
4. Incredibly thin—this white double sheet by Eaton, with a blue border and monogram; Marcus
5. A white envelope lined with orange, marked "Via Air Mail" The note-paper is plain white; Lord and Taylor

Fly-Weights

IN this air-minded age, we've learned to think of distance in terms of hours instead of days, days instead of weeks; to think of luggage in terms of a thirty-five-pound limit; and to think of letters in terms of half-ounces—the weight on which air-mail rates are based.

All of which has produced a new kind of writing-paper—the kind you see spread out over these two pages; lighter-than-air papers, thin as cobwebs, but substantial and easy to write on. They're papers that won't burden the planes, yet will give you plenty of scope for self-expression inside the half-ounce limit, beyond which the postage automatically doubles—or the letter comes home to roost.

Specifically, six of those striped single sheets (number 2, above) would tip the scales at just about half an ounce—with envelope. (And a single fifty-five-cent air-mail stamp would land them in the Argentine in five days' time.) Or almost any two of those handsome double sheets, opposite, would get under the wire.

152 East 54th

2

4

FIRST AIR MAIL
U.S. to CHINA
PAA
VIA CNAC
FROM HONG KONG
AMERICAN AIRWAYS

VIA AIR MAIL

5

TEN GRACIE SQUARE

2

225 East Mission Street
Santa Barbara, California

PAN AMERICAN
427 POS
SAN FRANCISCO

空
PAR A

HONG KONG TO SAN FRANCISCO

RECEIVED-FIRST FLIGHT-F.A.M.

36 EAST SEVENTY-SECOND STREET

1. A light-weight double sheet and envelope in white, with a grey border, script heading
 2. A simple blue heading and narrow blue border on a white double sheet that weighs practically nothing
 3. Thin blue double sheet with a white border, white lettering, and plain blue envelope
 4. White envelope and double sheet with a pale grey border and block printed heading.
- Crane papers from Carter

AIR MAIL



SHOP-HOUND TOSSES BRIDAL IDEAS

SUCCESSFUL marriages, so the story-books say, often start on good coffee grounds. With the Silex coffee-maker no new household can go very far wrong. This is the vacuum coffee-maker, which automatically controls the temperature of the water and prevents the bad oils from ruining the coffee—and a young husband's disposition at the same time. There's a new Silex machine this year, with the big glass bowls set in shiny red or black composition. Browsing among the housewares at Lewis and Conger, you'll notice it at once, because it has such a slick modern look. This is the Anyheat Control Silex, with which you can dial the heat you want and keep the coffee at the right drinking temperature indefinitely. It costs about \$7.

Here are a few flower suggestions culled for this autumn's bride—things you might try that will give your wedding that fresh, new touch. You might, for your wedding veil, for instance, let your dressmaker cut a circular piece of tulle, then send it to Irene Hayes to be flecked with white spray orchids. Carry the idea still further with a muff of white spray orchids, or the same flowers forming cuffs on short white gloves.... Instead of carrying conventional sheaths, you might let the bridesmaids wear spiral bracelets of real flowers—another Paris-inspired idea. Irene Hayes, who is at 273 Park Avenue, suggests chrysanthemum pompons for these.



Paillettes are everywhere. They even get in your hair. Herman Plaut designed these glittering green wings on a bandeau. Wear them nestling in your curls to add a touch of effervescence to your evening coiffure. They cost under \$5, and you can find them at Lord and Taylor. The gold-spangled Mercury wings form a clip. They are sketched here at the décolletage of an evening dress, but they would also be very smart worn on a dark woolen day dress. There are things like that going on this year, with the swing of the pendulum back to the dash and brilliance of a former day. The clip costs approximately \$2, and Lord and Taylor has this accessory, too.



At Hale's, 420 Madison Avenue, you find a wonderful collection of beds, all equipped with the Simmons Beautyrest Mattress. The newest idea is an all-over upholstered headboard—no foot-boards, of course. Even newer than satin, for upholstery, is diamond-quilted moire—which comes in subtle and distinguished shades. About \$45 for the single bed upholstered in moire; about \$40 for the mattress. If you're the most modern of brides, you'll probably have two single beds attached to one headboard. There's a magnificent one in white satin, with royal-blue quilting, a satin spread to match covering the two beds. Hale, as you know, makes bedspreads and adds flounces—any treatment you want—to give the bed a finished look.

For over a hundred years, Seth Thomas has been making clocks. Throughout those years, even back in 1813 when they made their first clocks largely from wood, a clock of their making was one of the most reliable wedding presents a bride could receive. Here is one of their latest versions—a far cry from those first Seth Thomas clocks your great-grandmother may have known. It's called the "Corona," an eight-day, up-to-the-minute clock for the bride of to-day, very modern with the entire front plate of deep blue mirror glass; the dial centre in silver plate and gold-plated hands. The die-cut numerals are in silhouette. You can find this clock at Wanamaker, and it costs about \$7. (Continued on page 150)



Championship Tweeds

HIGHLAND HOME INDUSTRIES, LTD.

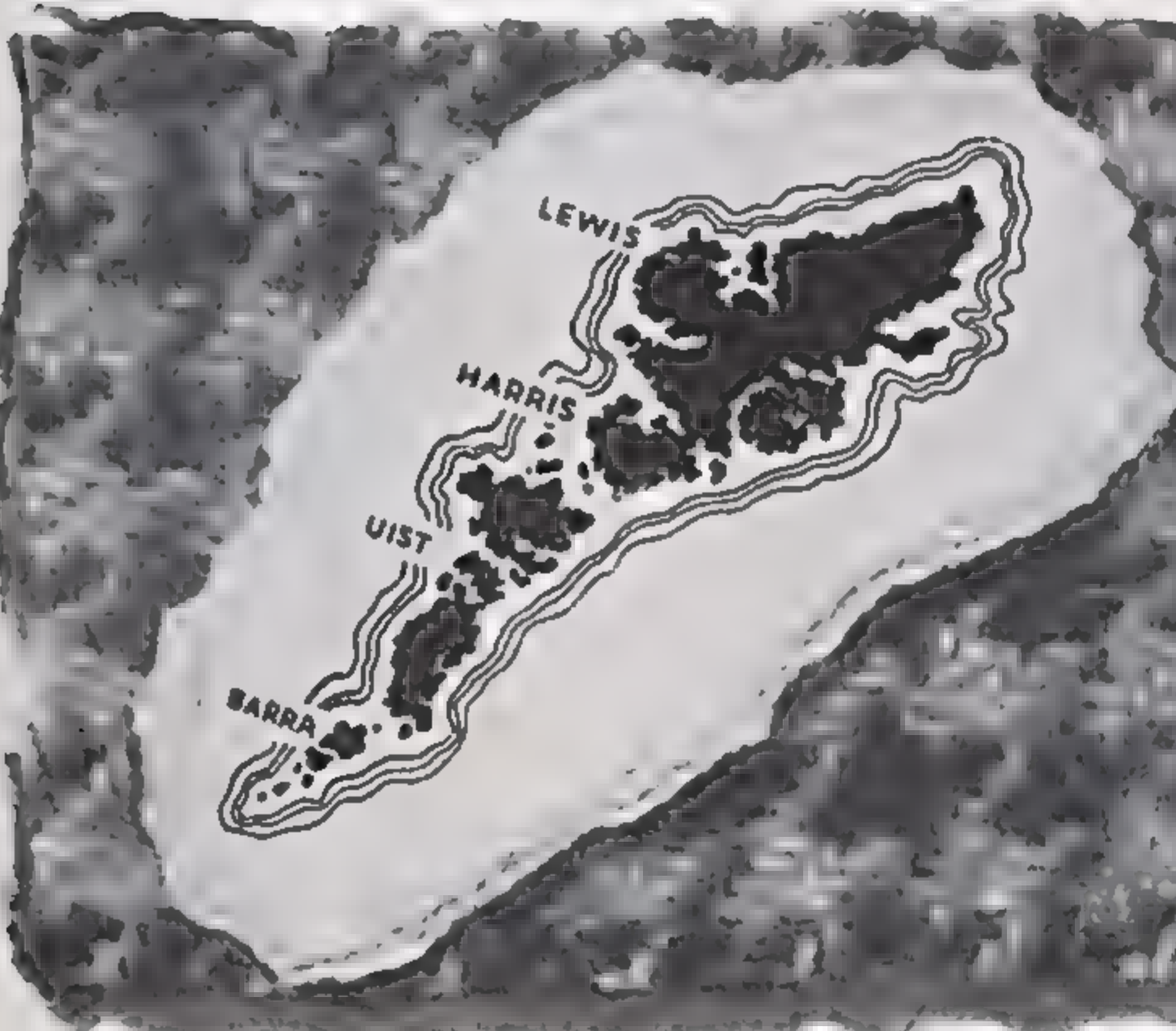
Patroness - HER MAJESTY THE QUEEN
President - THE LADY MARJORY MACKENZIE
Vice-Presidents (THE HON. MRS. STIRLING OF KEIR
(THE COUNTESS OF DUNMORE

111a George Street,
Edinburgh, 2



1 Not long ago, in Scotland, a competition was held, under the auspices of the Scottish Queen, offering prizes for the finest tweeds woven by hand

2 Nearly a hundred veteran women weavers took up the challenge and set to work, on their ancestral wheels, to spin a suit-length of prize tweed



3 These are the wild Scottish islands where the contest took place—the world's most famous islands for hand-spun, hand-dyed, hand-woven tweed

4 Around the cottage doors of the crofters grow the heather, lichen, iris, charlock, and other plants from which the pure, hand-mixed dyes are made

5 On the moors near-by graze the long-haired sheep—a special breed of sheep with the finest wool, wool that is unsurpassed for tweed-making

FIRST PRIZES

HARRIS Miss Catherine Morrison,
Drinishader,

NORTH UIST

Miss Margaret McCuish,
Sidinish, Lochport.

SOUTH UIST

Mrs. Angus McIntyre,
Lochcarnan, Eochdar.

SPECIAL PRIZES

For weaving
and mixture

Miss C. A. Martin
SCADABAY, HARRIS

For colour

Mrs. R. McDonald,
DRINISHADER, HARRIS

For colour-

Mrs. Marion MacKinnon,
FLODIBAY, HARRIS

For colour
and design

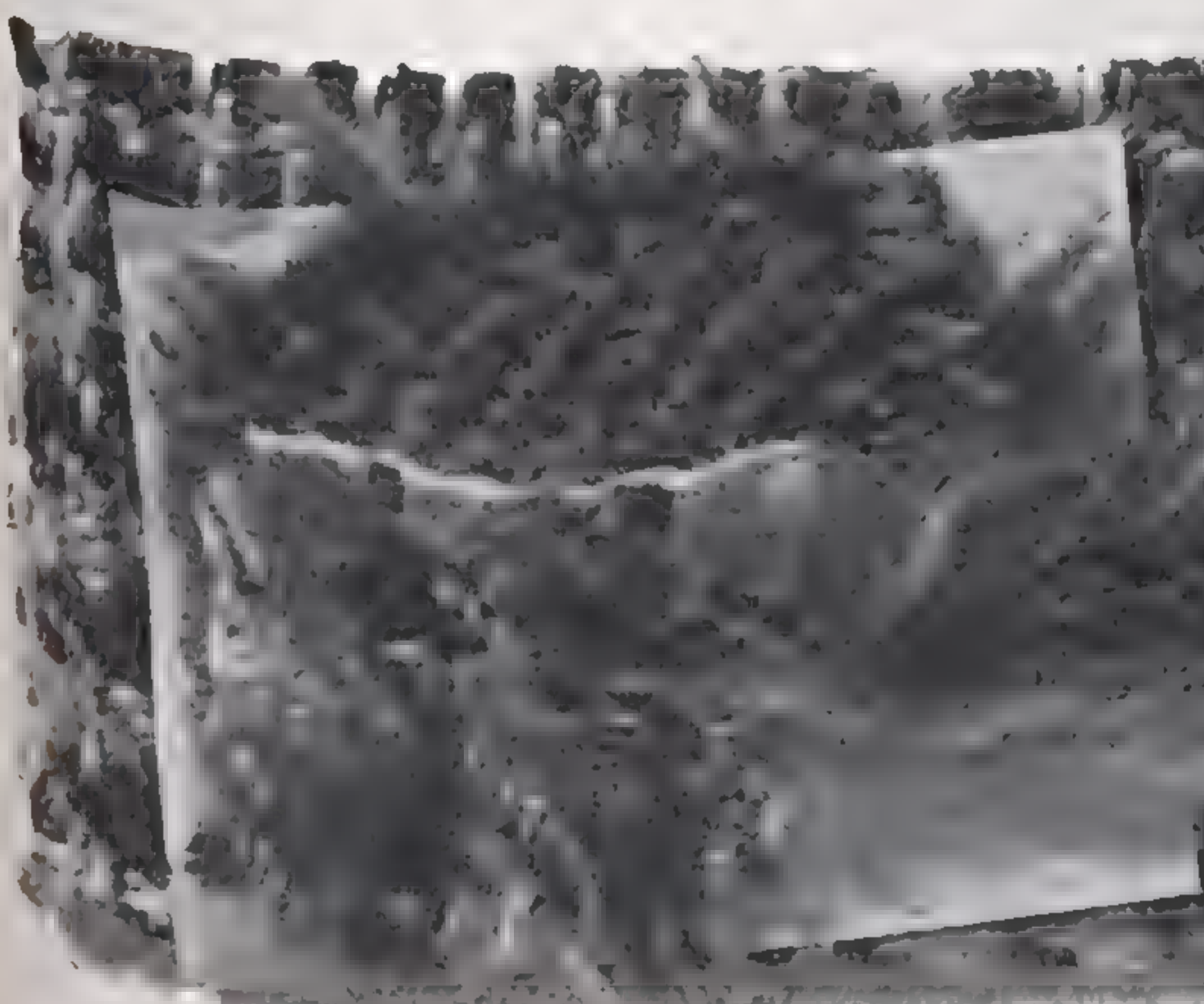
Mrs. J. Macdonald,
PIER, LOCHPORT,
NORTH UIST.



6 After months of work, all the entries were in—tweeds the like of which hadn't been seen for generations. Here are the first three winners

7 Besides regular prizes, special prizes were allotted. And all the entrants, the judges declared, should have had a prize for such incredible work

8 Then along came Helen Cookman, a young American designer, who bought up the entire collection of these epochal championship tweeds for America



9 These championship tweeds (about seven yards each) can't be duplicated—plain ones and plaid ones—indescribable in colour, fragrant as the moors

10 And here is a finished coat—classic as a man's raglan overcoat—made from one of these tweeds. There are many more at Lord and Taylor



532

The back views are shown on page 157

Frock No. 532: Here's the coveted flat diaphragm for autumn in a dress perfect for a bride or any one. The blouse extends smoothly into the skirt. Designed for sizes 14 to 20; 32 to 44

Frock No. 533: The front panel loops over like a native sarong on this evening gown to form the draped skirt. It has a short train, a square neck. Designed for sizes 12 to 20; 30 to 42

Evening Wrap No. 531: Paillettes glitter for the season's important evenings. Here they form a leaf design above back pleats on a fitted wrap. Designed for sizes 12 to 20; 30 to 42

Frock No. 7825: Drapery in the bodice is where drapery should be this year. All the fulness here is above the smoothly fitted waist-line. It is designed for sizes 14 to 20; 32 to 44



533



7825



531



DESIGNS FOR DRESSMAKING

Frock No. S-4011: For a trousseau or an October wardrobe, choose this dress with its contrasting belt. The high-necked blouse wraps over under the arm. Designed for sizes 12 to 20; 30 to 38

Evening Frock and Coat No. S-4012: A faultlessly simple dress for restaurant dining or small evenings; and a straight collarless coat to match. Designed for sizes 14 to 20; 32 to 44

Frock No. 7833: A constellation of paillettes slides across the shoulders of this dinner-dress. Front shirring suggests a draped line. Slide fastener. Designed for sizes 12 to 20; 30 to 40

Frock No. 7822: Let this softly tailored dress play a lead in your autumn wardrobe. Anchor that attractively draped neck-line with a jewelled pin. Designed for sizes 12 to 20; 30 to 42

OCTOBER PROPOSALS

SHINING NEW SILVER



NOTHING TAKES THE PLACE OF "ELBOW-GREASE"



ESTELLE CAMPBELL
APPLY POLISH WITH A SPONGE



SHINE WITH A CHAMOIS



"ROUGE" THE BOWL OF A SPOON



CLEAN A CHASED DESIGN WITH A BRUSH



RUB A BLADE WITH A TREATED RUBBER BLOCK

YOU buy your new silver, and you love it. You may be a brand-new bride in a minute flat, and will do the polishing act yourself. Or you may have oceans of silver, with no more personal concern than to order its regular polishing. In any case, you want it to acquire the patina, the sheen that makes all beautiful silver more beautiful to behold and possess.

There are two sure means of bringing on this lovely lustre. One is constant use. The other is regular care. (Note that the "constant" applies to the use, not the care, because the to-do that goes on about taking care of silver is exaggerated.)

First, see that all of your silver is used as frequently as possible. If you have a small family and a fine large supply of silver, be sure that the silver is used in rotation. As to its washing, butlers and majordomos, who take as much pride in the silver they guard as though it were their own, will tell you there are fine points in washing as important as the various tricks of cleaning illustrated on this page. Even experienced servants sometimes rush through silver-washing without realizing its importance. (Continued on page 152)

- Five important new silver patterns (close-ups of these appear on pages 152 and 153) are the subject-matter for the steps in silver cleaning shown in the photographs at the right. Reading down, you see Lunt's "English Shell"; Towle's "Chippendale"; International's "Norse"; Towle's "Rambler Rose"; Gorham's "Governor's Lady." Scene is Hammacher-Schlemmer's model pantry, which also provided the working accessories.

DRY SKIN

*is an unsightly mask
that no woman needs to wear*



EIGHT women out of ten suffer from dry skin but there's no need for it. You can correct dry skin (unless, of course, you enjoy it) with Primrose House Dry Skin Mixture.

Truly, the way this marvelous product works savors of magic. A few applications, and you can actually watch dry, thin, thirsty skin seem to take on new life, grow soft and supple, acquire the lovely glow of youth.

You see, Dry Skin Mixture is something entirely new and different. It is our own

blend of four vital oils never before combined in one cream. It is so light that it is almost instantly absorbed. And being made with practically no base, it never leaves a greasy residue. Skins that rebel at heavy, greasy creams bloom with the use of this marvelous mixture.

Primrose House Dry Skin Mixture will give you a skin with no sign of flakiness, no hint of tightness. A skin fresh as spring and as lovely as flowers. On sale at department stores, \$3.00 and \$6.00. Primrose House, 595 Fifth Avenue, New York.



PRIMROSE HOUSE
Dry Skin Mixture

THIS BRINGS YOU *Youthful Lips*



Use Tangee through the day . . . watch it give your lips their most naturally becoming shade

Your lips will be irresistibly youthful in their appeal if you use Tangee Lipstick, the *only* lipstick with the famous Tangee Color Change Principle. Orange in the stick, Tangee changes on your lips to warm

blush-rose, smart and alluring. This season, more than ever before, Paris frowns on artificial make-up. Tangee isn't paint, can never give a "painted look" . . . Use Tangee Rouge, too, for sparkling clear color in cheeks.



Every night before retiring, apply Tangee Lipstick . . . See how it softens and beautifies your lips

There's magic in the special cream base of Tangee Natural Lipstick. Applied at bedtime, it soothes and softens your lips while you sleep, keeps them smooth and lovely. Tangee is

not like ordinary cosmetics that beauty experts advise removing at night. It banishes drab, faded "morning look", and never rubs off on bed linen! Try Tangee: 39¢ and \$1.10.



PAINTED GLARING LIPS



TANGEE GLOWING LIPS

World's Most Famous Lipstick
TANGEE
ENDS THAT PAINTED LOOK

BEWARE OF SUBSTITUTES!

There is only one Tangee—don't let anyone switch you. Be sure to ask for TANGEE NATURAL. If you prefer more color for evening wear, ask for Tangee Theatrical.



The George W. Luft Co., 417 Fifth Ave., N. Y. C.

DISCOVERIES IN BEAUTY



ANDERSEN

Elizabeth Arden's lovely "Bridal Bouquet"—five perfumes, each a fragrance of a flower that blooms in a bride's bouquet; also individual bottles in the same guise

ANY one who takes a bath merely to get clean these days misses one of the sybaritic chances of a lifetime. Frothed with foam, buoyed with bubbles, or freighted with fragrance, your bath water should surround you with a palpable sense of luxury. And make no mistake about it! You emerge from these soothing, scented waters with a silk-and-satin feeling that envelops you for hours—a feeling of mental well-being, as well as physical.

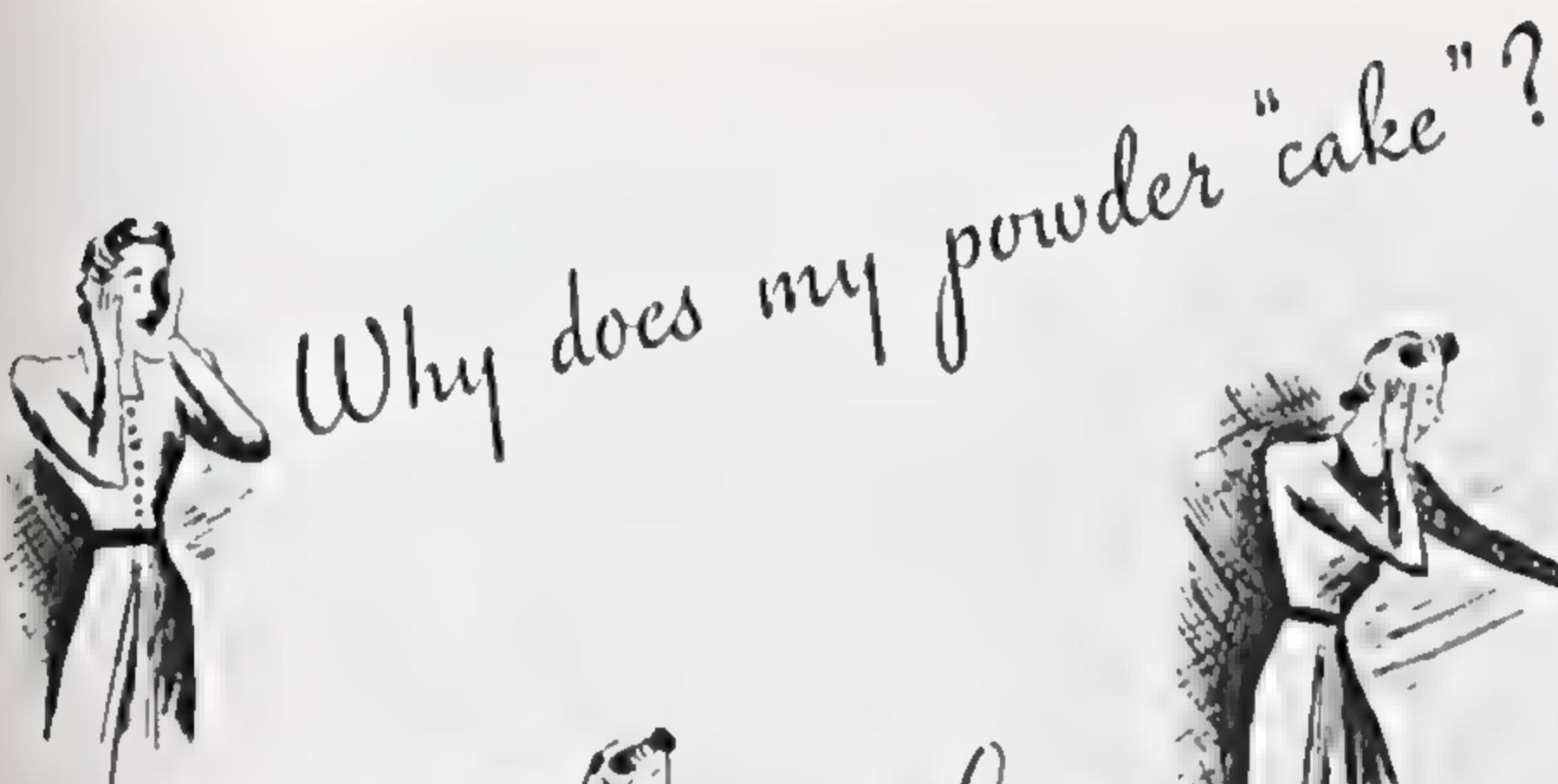
We have just been through some particularly beautiful bathing, and are happy to report some of the newest luxurious orders of the bath.

One such is Lucien Lelong's new bath oil, "De Monaco," certainly one of the handsomest accessories to grace a bathroom. Besides giving a beautiful fragrance to your bath water, yourself, and your bathroom, it is soothing and refreshing. When you use the huge, fragrant, satiny cakes of Lelong bath soap with it, the luxury of it all is enhanced still further.

If you put Usa-Foam Bubble Bath in your tub, you find the water topped with inches of glistening perfumed bubbles. They make the water cooling and buoyant and seem to have a definite softening effect on the skin. You pour a bit of the Bubble Bath into the tub directly under the faucet, and, when the water is turned on, the bubbles begin. Children adore this kind of bathing, incidentally, and you need so little of the liquid to make a bubbly tub that it isn't too great an extravagance. Liquid Usa-Foam comes in eau de Cologne and pine fragrances, and the crystals are in a bouquet fragrance, but the former is more fun. At Franklin Simon's in New York and the cosmetic counters of other stores throughout the country.

You don't have to be without the rites of the bath when you travel, either, for Weil has produced a most enchanting miniature of the hour-glass flacon that holds the bath oils scented with "Cassandra," "Bamboo," or "Zibeline." These oils have so much perfume concentrated in them that you need only two or three drops in the water to make your skin fragrant for hours. If you are a shower addict, put the drops on the wash-cloth. The little bottles will make such superb gifts and are at such a little price, that you might do well to lay in a reserve supply for unexpected gift occasions.

When you are out of your tub, nothing is better for your skin than a rub-down all over with a lovely, smooth lotion; but, for this, the perfect preparation seldom seems to be at hand. Dorothy Gray has provided an infallible lotion in her "Body Rub." Satiny, softening, sweet-smelling, non-sticky—all the things that such a lotion should be, this is the answer to a prayer. It takes a second to use and disappears completely, yet you can't keep a rough skin if you use Body Rub regularly. If you have a masseuse who comes to (Continued on page 130)



Why does my powder make my face "flaky"?



Why does my powder "show my pores"?

Now powder problems are ended once and for all. The real cause of them has been found. Harriet Hubbard Ayer has proven that the reason why powder "cakes" or doesn't "stay on", or "shows pores" or makes the skin look "flaky" is really a matter of weight. + Each type of skin needs a powder *balanced* to its individual characteristics. A dry skin needs a totally different powder than an oily skin. Use the right *weight* of powder for your skin and you will never have a worry. + When you select the blend that is "balanced" to your skin, little imperfections are veiled. You will never look "powdered" yet a flattering light will play over your skin giving it a clear, fresh look . . . a shell-like transparency. And this new loveliness will last for hours and hours without re-powdering.



● Harriet Hubbard Ayer Powders are blended in three different weights. Each one "balanced" to an individual skin type. For the dry, sensitive skin . . . Harriet Hubbard Ayer Face Powder. For the normal skin . . . Luxuria Face Powder. For the oily skin . . . Ayeristocrat Face Powder. In nine glamorous shades. \$.55 1.10

HARRIET HUBBARD AYER

Paris

323 East 34th Street, New York

London



• "I simply live in it," will be your very words. To own it is to love it, enchanted by the flip collar and the unique treatment of the pockets. It's a Lampl original Kravene that dares go anywhere. See it in the eye-thrilling Lampl Fall showing at your favorite store.

• A few representative stores featuring Lampl fashionable knits •

THE J. L. HUDSON COMPANY, Detroit

STIX, BAER & FULLER, St. Louis • JOSEPH HORNE COMPANY, Pittsburgh
 THE EMPORIUM, San Francisco • GEO. B. PECK COMPANY, Kansas City, Mo.
 AUERBACH COMPANY, Salt Lake City • THE DAYTON COMPANY, Minneapolis
 L. BAMBERGER & COMPANY, Newark • L. S. AYRES & COMPANY, Indianapolis
 L. L. BERGER, INC., Buffalo • KLINE'S, INC., Cincinnati • THE HECHT CO., Washington
 THE CHAS. P. WISEMAN CO., Lancaster • MACDOUGALL-SOUTHWICK CO., Seattle
 R. H. WHITE CO., Boston • BOSTON STORE, Milwaukee • THE HIGBEE CO., Cleveland
 EFIRD'S DEPARTMENT STORE, Charlotte, N. C. • CHAS. H. BEAR & CO., York, Pa.
 WOLF'S, Des Moines • THE GEO. INNES CO., Wichita • CINDERELLA FROCKS, Madison
 FOWLER, DICK & WALKER, Wilkes Barre • WAITES, Pontiac • FELLER & CO., Harrisburg
 DE BRO'S, Louisville • T. S. MARTIN CO., Sioux City • H. C. CAPWELL CO., Oakland
 HALLE BROS. CO., Canton • THAL'S FASHION, Dayton • MILBURNS, Evanston
LAMPL KNITWEAR COMPANY • CLEVELAND, OHIO

DISCOVERIES IN BEAUTY



"Duvetyn," Lucien Lelong's newest vanity-case, is a slim aristocrat in combinations of gold, platinum, and copper finish, gleaming from an impressive jewel-case

(Continued from page 128) the house, give her the lotion before she starts to work on you and note the smooth feel of your skin afterwards. You have probably been looking for a preparation like this without knowing just what to ask for—and here it is!

If you want a spirited dash of perfumed eau de Cologne to sprinkle in your bath, or over you afterwards, the new Carnation Bouquet Lenthéric is a lovely, lively scent. Carnation is a flower scent that never grows tiresome, and it seems to be having a special vogue again at the moment. There are soap and bath powder, too, in the new Carnation series, in the gay Bal Masque packages that are some of Lenthéric's most decorative contributions to bathrooms and dressing-rooms.

After you have had the first few reconditioning manicures of the new season, you always find that a new nail polish shade is in order, because the one you have been using seldom does right by your new clothes colours. Cutex has a new trio of polish shades that have been keyed to the new costume colours—Tulip, Thistle, and Clover. Tulip is, to our mind, a triumph of blending, because it has a live quality, but it is still a soft tone, and women have found that these softened tones are definitely flattering to the hands. Thistle has a faint note of brown in it, and complements greens, and coppers, and spicy tones. Clover has a subdued, violet-pink cast, for Burgundies, plum colour, and black and grey. Of course, Cutex polishes are to be had everywhere, and the new shades are now in all the stores.

Even after your nails have been put into fine shape and newly tinted, your hands persist in looking weather-worn, though you may have done nothing (Continued on page 132)



This blossom-topped "panier" of Charbert's brings a lipstick, a gift bottle of perfume, and eau de Cologne in any one of the refreshing Charbert scents



IN the great families of China there have been whole hierarchies of exquisite beauties whose charm was confined forever within the walls of their ancestral estates. Sometimes disclosed to favored "outsiders", however, were their secrets of allure and desirability. Among these is the Oriental essence used by a great French perfumer in the creation of Kobako Perfume.

KOBAKO

BOURJOIS

Brilliant ensemble of diamonds, platinum and large carved emeralds—arresting and bold—this clip, ring and armlet combine an effect of massiveness with extraordinary delicacy of design.



BLACK STARR & FROST GORHAM

JEWELERS • SILVERSMITHS • STATIONERS
FIFTH AVE. AT 38TH ST., NEW YORK • 586 CENTRAL AVE., EAST ORANGE
Associated with SPAULDING-GORHAM, Chicago

DISCOVERIES IN BEAUTY

(Continued from page 130) more active than drive a car during the summer. If you want them to resume their delicate and cherished look, try putting on the new La Cross hand cream every time you wash your hands. This is a fluffy, lightly fragranced cream that disappears blandly into your skin. It is also greaseless and quick-drying, so you can put it on at the last minute. One application of such a preparation makes your hands feel smooth and pleasant. But, of course, it is the consistent use of this cream that gives the much-desired velvety feeling to your hands. You can buy the La Cross preparations in stores everywhere.

When you first get back to town, you are still pretty pleased with the fine healthy look that summer has left on your face. It is when you find your colour going off in funny yellows, or you notice a dried-out look that wasn't apparent under the sun, that you realize that Things Must Be Done.

If you take your face into Franklin Simon's beauty salon—or to any of the salons throughout the country where the Gilda Audrey treatments are given, you will find that some very specialized procedures have been devised for these after-summer crises. These are called the 1-2-3 treatments, because they were worked out to deal with the three major end-of-summer skin problems.

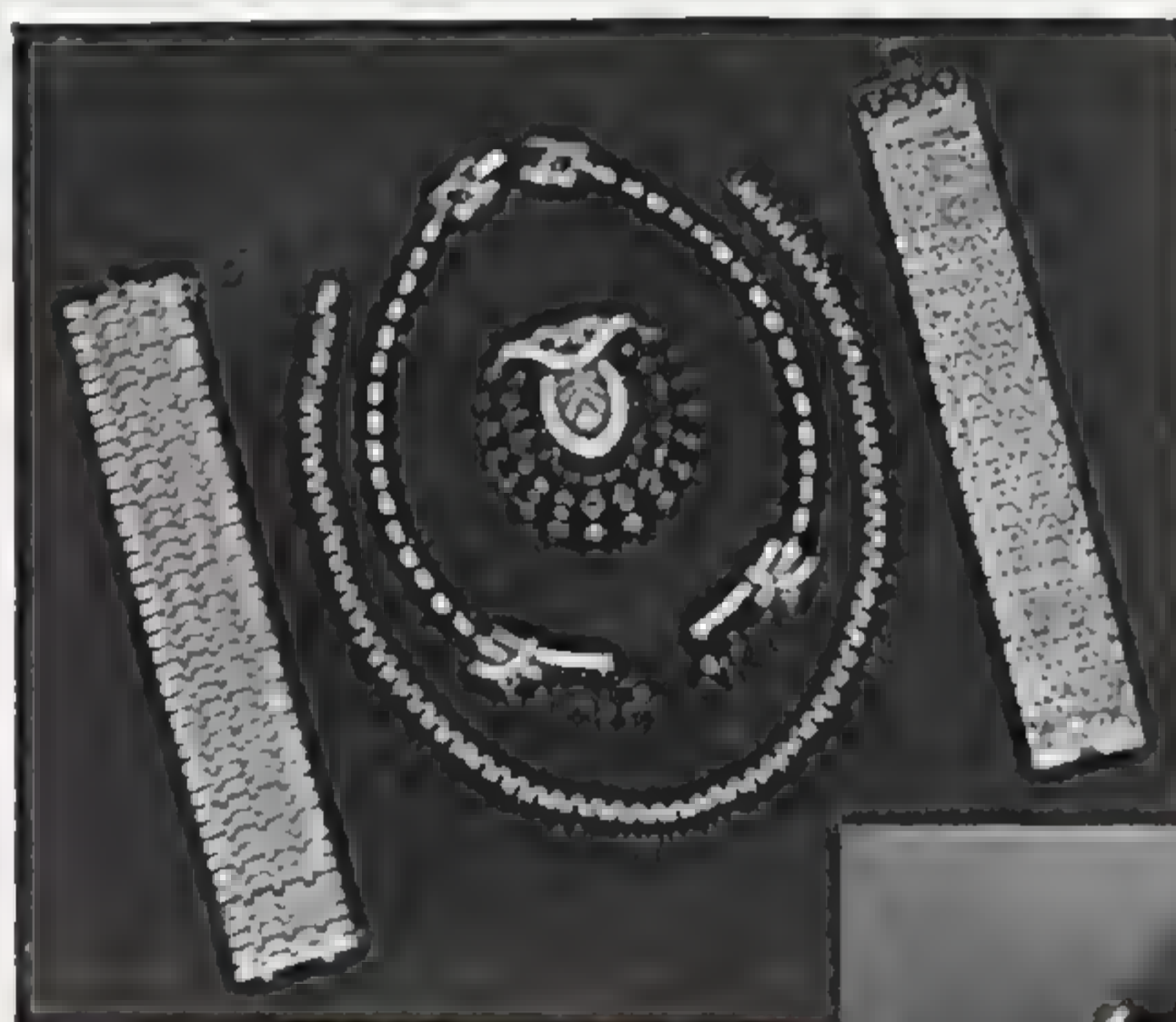
Suppose your face is losing its tan in an uneven and unattractive fashion. Take treatment Number One—a smooth pack made of yeast and other skin-refining ingredients that not only evens out your colour, but leaves the skin whiter and clearer in tone.

Suppose your skin looks dry and drawn and doesn't behave well under make-up. Have the Gilda Audrey treatment Number Two—a Cream-Oil Mask. All the action of this is towards softening your skin, restoring to it the oils that have been dried up by the sun.

Suppose you see little fine lines that weren't there when summer began. Try Number Three—the Astringent Masque. This irons out your face, tightens relaxed pores, acts firmly against a crêpy throat.

None of these specialized treatments is in the higher-price bracket, and any of them gives a fine, fresh feeling to your face while taking care of its specific purposes. If you would like to know the salon nearest you that gives the Gilda Audrey treatments, we shall be glad to supply the address.

ALL THAT GLITTERS



ANDERSEN

"Rue Royale" clip and necklaces: ruby beads and rhinestones; Saks-Fifth Avenue. "L'Etoile" rhinestone and gold bracelets; Bonwit Teller



More of the paillettes that Paris adores. This time, they sparkle on a gold bag that will make any evening memorable. Magid bag from Best

“As in Days gone by”
EARLY AMERICAN TOILETRIES*
*scented with Old Spice**



Dusting Powder
One Dollar



... Days of the minuet and curtsy, days when lovely, hoop-skirted ladies bewitched gallant gentlemen with a rare, intriguing fragrance, compounded of rose petals and spices. That enchanting odeur was *Old Spice*, now recaptured in Early American Toiletries. Encased in beautiful, treasure-type boxes, resplendent with quaint, old-fashioned designs, Early American Toiletries recall the glamour of the past for lovely ladies of today ... The Shulton Early American Assemblage includes: *Dusting Powder* *Bath Soap* *Toilet Soap* *Guest Soap* *Toilet Water* *Perfume* *Bath Salts* *Beauty Boxes*.

*Trade Mark Applied for by SHULTON INC., 358 FIFTH AVENUE, NEW YORK CITY, NEW YORK

Available in the Toilet Goods Departments of these, and other fine stores:

NEW YORK CITY—LORD & TAYLOR

- | | |
|----------------------------|------------------------------|
| Akron, Ohio | The M. O'Neil Co. |
| Atlanta, Ga. | Davison-Paxon Co. |
| Baltimore, Md. | Hutzler Brothers Co. |
| Boston, Mass. | R. H. Stearns Company |
| Brooklyn, N. Y. | Frederick Loeser & Co., Inc. |
| Buffalo, N. Y. | Flint & Kent |
| Cincinnati, Ohio | The H. & S. Pogue Co. |
| Cleveland, Ohio | The Higbee Company |
| Columbus, Ohio | The F. & R. Lazarus & Co. |
| Dallas, Texas | Neiman-Marcus Company |
| Danville, Va. | L. Herman |

CHICAGO—MARSHALL FIELD & COMPANY

- | | |
|-----------------------------|---------------------------------|
| Dayton, Ohio | The Rike-Kumler Company |
| Denver, Colo. | The Daniels & Fisher Stores Co. |
| Des Moines, Iowa | Younker Brothers, Inc. |
| Fort Worth, Texas | The Fair |
| Hartford, Conn. | G. Fox & Co. |
| Indianapolis, Ind. | L. S. Ayres & Co. |
| Kansas City, Mo. | Emery, Bird, Thayer D. G. Co. |
| Los Angeles, Calif. | Bullock's |
| Minneapolis, Minn. | The Young-Quinlan Company |
| Newark, N. J. | L. Bamberger & Co. |
| Oakland, Calif. | The H. C. Capwell Co. |
| Pittsburgh, Pa. | Joseph Horne Co. |

- | | |
|-------------------------------|----------------------------|
| Portland, Ore. | Ungár Inc. |
| Providence, R. I. | Gladding's, Inc. |
| Rochester, N. Y. | Sibley, Lindsay & Curr Co. |
| San Antonio, Texas | Frost Bros. |
| San Francisco, Calif. | The Emporium |
| San Francisco, Calif. | The White House |
| Seattle, Wash. | Bon Marché |
| Springfield, Mass. | The Brigham Co. |
| St. Louis, Mo. | Famous-Barr Co. |
| St. Paul, Minn. | Field-Schlick, Inc. |
| Washington, D. C. | Woodward & Lothrop |



SCINTILLATING SILHOUETTE IN

SEQUINS

Molyneux adaptation — a seductive dress for afternoon formality sculptured in black rayon. Girdled with a belt of sequins, it scatters its brilliant paillettes out over the dress to dramatize the whole creation. From the Green Room.

69.95

Bloomingdale's NEW YORK CITY

TAKE ME BACK TO TENNESSEE



(Continued from page 105) that he could make you wear out all your shoes with dancing and your eyes with weeping—the fiddler-financier would take his fiddle down to where the permanent way had stopped and the men leaned on their tools and shouted for pay.... Then he would put his fiddle end underneath his chin, and in five minutes they would all be dancing, dancing as if they had been on the very Bridge of Avignon. And so they danced back to their shovels and picks and cranes and sleepers and—to use a Latin phrase which should be permissible in a city of colleges—*solutum est saltando*. The railway was finished, and the park commissioner foiled.

Years then passed. The commissioner went on with his parks; the race-horse owner went on entering his horses for races; the financier, his finances prospering and his fiddle-playing growing daily sweeter, became dearer and ever more dear to the hearts of his fellow citizens. He, indeed, was not such a one as to play his fiddle while Athens burned.

So, when he died, his fellow citizens set up to him the stately effigy in sounding bronze that Biala will have immortalized somewhere in these pages. And on it could be inscribed his even more sounding words: "That I love my country the marks that I have left on it testify...." as who should say, remembering once more that we are in Athens of the Parthenon: "*Si monumentum queris circumspice*"...especially as his railway goes right round Nashville, the Latin being translatable by: "If you seek my memorial, look all round you."

The race-horse owner, who must not be forgotten, had some years before purchased a Derby favourite, and when that noble animal breathed its last—having sired Heaven knows how many of the steeplechasers for which the Blue Grass country around the Southern Athens is famous.... The Derby favourite, then being dead and the monument erected to the fiddler-financier, nothing would suit the race-horse owner but that his favourite, too, must have its monument.... So said, so done. The monument to the race-horse was erected and still stands for all to see.

But then, into this idyll must creep the snake—in the form of the commissioner of parks. "Ha! Ha!," hisses he between his teeth, whilst rubbing his hands in triumph. "Now I hold them in the hollow of my palm!" Though of course, rightly speaking, snakes have neither teeth nor palms.... "Listen then," cries that snake to the *patres conscripti*—which really should be *patres et conscripti*.... (We are nearly through with the Classics now!) "Listen then," cries the snake to gentle and simple of the good town of S. Athens, Tenn. "You have now a monument to a horse and to a thief. I will now give you one to a horse-thief." And in his park he erected the monument that you may see to this day—though not in the park. For even park commissioners are mortal, and last year a new commissioner removed the memorial and placed it in some one's back-yard.

....It has been objected by the sort of person who likes to spoil good stories that Murrell, to whom the monument was erected, was not a horse-thief. That is not true. Murrell is most famous because he was the gentleman who planned the uprising of all the slaves in the South who should murder their masters—no, I am not thinking of John Brown.... And when the slaves had massacred all the masters, Mr. Murrell and his friends were to murder all the slaves. So they would become, he, Emperor, and his friendly buccaneers, state (Continued on page 138)



the story of a wonderful boy

now told in countless homes with a movie camera

LIVING, MOVING SCENES from your baby's life—from the time he's a little downy-headed creature absorbed in his own waving fingers and toes—through each winning phase of his development—

His first baby steps... his first suit of rompers... playing with the new puppy... riding on his toy "bike"... a thousand little dramas, each one more fascinating than any drama on any stage—

In countless homes today the movie camera is making a record—vivid, intimate, true—of the family story; keeping

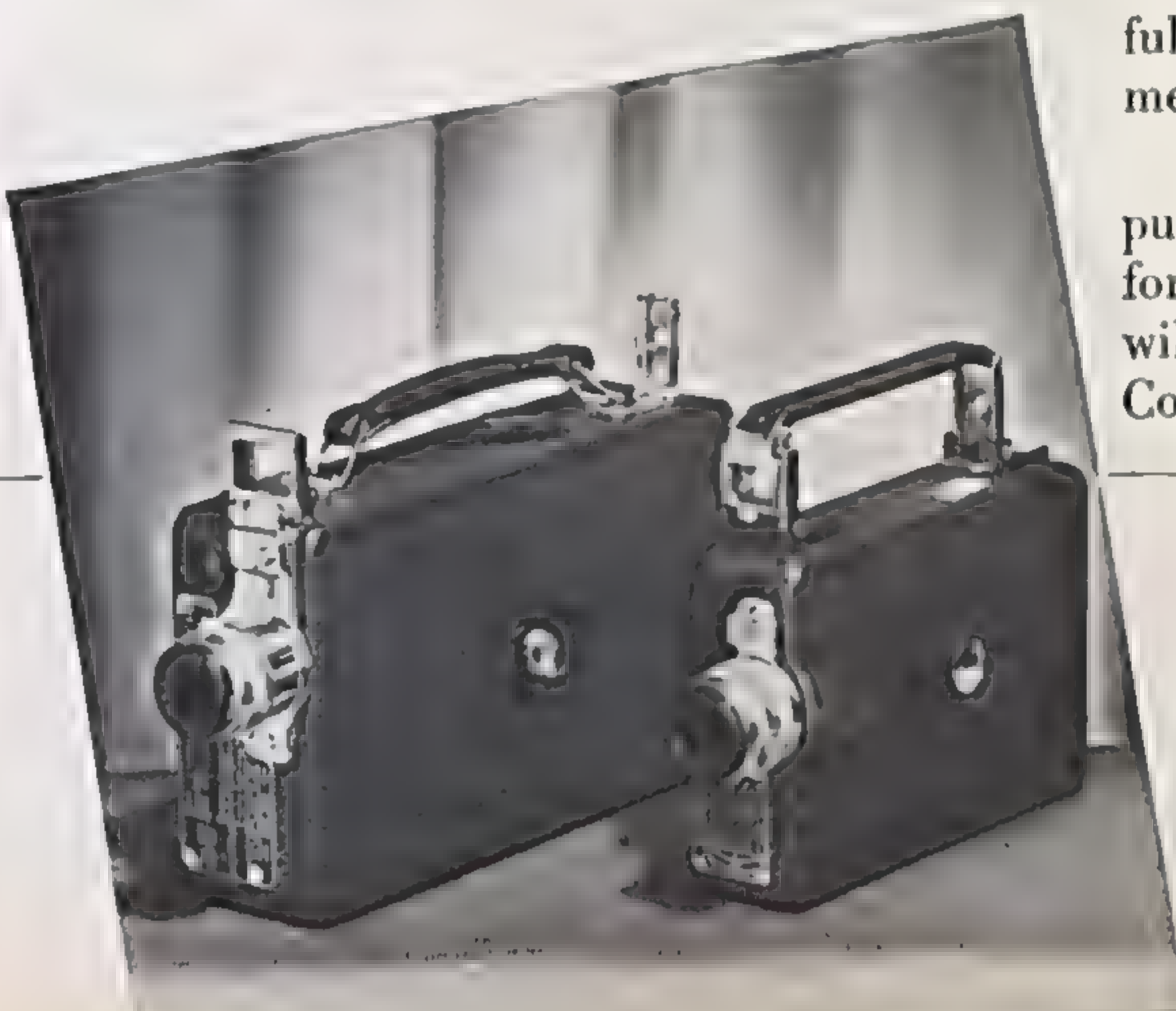
alive the memories and associations that knit each family together... There's no greater thrill than recapturing treasured experiences you have shared in common—seeing them happen again, with startling reality, on your own home screen.

Eastman's two finest home movie cameras—Magazine Ciné-Kodak and

Ciné-Kodak "K"—make it easy and simple for anyone to make home movies.

FULL-COLOR KODACHROME. And now you can get the thing so many have longed for as the sheer perfection of picture taking—movies in full, natural color. These 16 mm. cameras give you either black-and-white or color movies. For radiant, lifelike color—just load your camera with Kodachrome, Eastman's wonderful new color film. No fuss, no extra equipment, simple as black-and-white.

Drop in at your dealer's today—let him put both these cameras through their paces for you. He has some great reels that he will be glad to show you... Eastman Kodak Company, Rochester, N. Y.



CINÉ-KODAK "K" is the world's most widely used 16 mm. home movie camera—it's so simple, yet so fine. You get clear, brilliant movies at the touch of a lever. Performs beautifully for the beginner, and, as your skill increases, responds to every exacting demand. Loads with full 100 feet of 16 mm. film. With *f*1.9 lens, \$88.50; including case, \$100. A new low price.

MAGAZINE CINÉ-KODAK loads in three seconds. You don't touch the film. It comes in a magazine. Just slip the magazine into place, close the camera cover and shoot. Effortless loading is only one of six new features in this remarkable pocket-size movie camera. With fast *f*1.9 lens, \$125; including combination carrying case, \$137.50.

THE NEW CUTEX

SALON TYPE POLISH

Starts a unheard of WEAR!

HERE at last is what women and chemists have been dreaming about for years, a nail polish that flows smoothly onto the nail and clings there, gleaming, brilliant, flawless, in spite of sun, water and wear, *for a solid week, or even more!*

It took CUTEX and a brand-new ingredient to work this magic. But you've never used a nail polish that

even *approached* the new Cutex Salon-Type Polish for lustre and long wear!

Dries on a New Principle— PROGRESSIVELY

You'll notice that the new Cutex Salon-Type Polish is slightly heavier than old-fashioned polishes. The smooth, even perfection with which it "covers" the nail makes it a joy to use. It won't streak. It doesn't have that tendency to run down the sides of the nail.

And though it is dry to the touch in the



Thistle

One of the new rich, dark browns—Albany brown—is the important shade used in this smart town dress. The rosy faun color of the new Cutex Thistle glows softly against it.



Tulip...

The silhouette of this evening gown is Moyenage; the color, chrome yellow. With it, daringly, you might tip your fingers with Cutex Tulip... purest flame color...



Robin Red

A breath-taking foil for the royal blue of this sleek evening gown is the vivid, glowing scarlet of the new Cutex Robin Red.



Revolution

—IN NAIL POLISHES!

unheard of LUSTRE!

usual two minutes, it continues to harden progressively. During this period it "takes root" in the surface of the nail in a manner which was impossible with the old-fashioned polishes.

Because of this slow underneath drying, this polish isn't brittle. It won't chip. It won't peel. It's there as if it had grown on! You'll scarcely be able to believe your eyes as day after day passes and your nails stay just as lovely as they were the day your polish was applied. That's miracle No. 1.

A Brighter Lustre that Won't Fade!

The way your nails sparkle in the new Cutex Salon-Type Polish is miracle No. 2. Wearing this wonderful new polish, your nails gleam and glitter like jewels held to the light! And sun won't fade the soft vibrant shades of this

new Cutex Salon-Type Polish one iota!

Colors that Complement and Compliment!

It's no accident that the rich, subtle Cutex colors you see illustrated here complement all the important costume colors for Fall in such an inspired way.

Study these suggestions carefully. And then give your originality its head and work out your own exciting Cutex contrasts to call attention to your lovely hands! These high fashions in nail shades are exclusive with the marvelous new Cutex Salon-Type Polish... which, remember, will continue to gleam and sparkle on your finger tips like ten little stars... for A WEEK—OR MORE! Only 35¢ a bottle, so you can start with 3 shades at least! Northam Warren, New York, Montreal, London, Paris



Clover

One of the new formal wools... a green the color of Kentucky bluegrass. With it, the ruddy wine of the new Cutex Clover is very lovely.

It Wears Without Chipping, Peeling or Fading for Days and Days and Days!

A WEEK IN THE LIFE OF A DEBUTANTE



THURSDAY: Maid's day out. Not a flaw in my polish, even after washing dishes.



MONDAY: Drove home after a Cutex Manicure with the new Salon-Type Polish today.



TUESDAY: Everyone admired the lustre of my new Cutex Polish at bridge.



WEDNESDAY: Was afraid my polish would chip playing golf, but it's still perfect.



FRIDAY: Planned on a manicure for the theatre, but the old one's just like new!



SATURDAY: That Cutex Salon-Type Polish is still without even the tiniest mar!



SUNDAY: The chief topic at Janet's tea: my manicure! I guess it's permanent!

GO TO YOUR MANICURIST

What a good dress designer can do to improve your figure, a professional manicurist can do to improve your fingers. Let your manicurist design a manicure for you! Ask her advice about which of the 10 smart Cutex shades to wear with various costume colors. She's a fashion expert on finger tips! Any shop displaying this sign will give you an authorized Cutex Manicure.

AUTHORIZED
CUTEX
MANICURE



CUTEX

SALON TYPE POLISH

SMART SET'S LATEST PARISIAN CREATION



A TWO-FACED GLOVE

OF SUEDE AND GLACÉ

It's as advanced in style as the frocks of tomorrow, chic as the hour . . . yet happily practical because it has a palm of glacé and a suede back. It's Smart Set's "Duo" . . . a new glove creation that's delightfully two-faced in more ways than one.

"Duo" combines the soft luxury of finest antelope suede with a palm of gleaming glacé leather. It is a slip-on . . . a classical slip-on with a flair like the gauntlet of a royal guard . . . a slip-on glove that will tilt your chin upward and give a gleam to your eye when you wear it.

Ask for this new glove by name . . . Smart Set's "Duo" . . . Self-color combinations in all the desired Fall shades. Now at smart department stores and specialty shops in your city.

The Utter Rightness of Smart Set Gloves

. . . is no accident; every pair is styled by designers who establish fashion trends, and made in Smart Set's own factories. That is why "Smart Set" on a glove stamps it as the very essence of quality, smartness, and authentic style.

*Smart
Set*

SHAPIRO GLOVE COMPANY, INC., 180 MADISON AVENUE

TAKE ME BACK TO TENNESSEE

(Continued from page 134) governors or something of the sort, over all the South. Unfortunately, the coloured nursery maid of Mrs. Latham of Beattie's Bluff was overheard, whilst holding her mistress's baby, to say:

"But this is such'n a pretty one. You'all ought to know I never could kill she."... And her interlocutor answering: "Us got to kill'n. Us got to kill 'em all...." The plot was discovered, and Murrell duly hung.... Such wild stories there are in the hinterlands of this Athens.... Nevertheless, in his beginnings, the famous Mr. Murrell was nothing better than a horse-thief, his first exploit, I am told, having been to steal three mules somewhere between Knoxville and Athens.

So much then for Music in the Southern Athens. Let us consider the other Arts—for in Athens, the Arts should be uppermost in your minds.

In, then, the quiet place of reflection where you can rest from the sun and consume such admirable steaks and deep apple-pies, there will gradually drift in huge, well-covered, silver-haired, pink-faced men—eight or ten of them, like powerful, massive rams, clothed in white from head to foot, with pale neckties and distant gazes.... Magnificent specimens of the Aryan Quinquagenarian type. Anglo-Saxons to the last hair. And your informant—or your several informants, if you go to that place several times—will whisper to you behind the back of his hand that those are the famous Silver Knights who are sworn to restore West Tennessee to its former state of purity.

So, rising on tiptoes and stealing out of that place, not without fearful side-glances at those shining figures—stealing as Shakespeare has said "out of God's blessing into the hot sun".... For, of course, in Athens you must quote Shakespeare at least once!... you step like Hell on the gas and get to the Hermitage in fifteen minutes.

The Hermitage was the last house—another having just a hundred years ago been burned down—to shelter the nearly always on the verge of bankrupt, and always tortured, career of the ex-President as real estate speculator. It is a post-colonial, not quite planter's mansion, with the usual red brick walls and white colonnade. It is nothing like as fine as the near-by house of the kind Judge Overton who was forever picking up the ex-President when he fell.... But it contains one thing—the sole work of art that you will be able to find in all S. Athens.... The sole Primitive work of art, perhaps it would be more accurate to say.... Primitive New York art.

Biala made a sketch of it. It represents two children named for the President and his Rachel.... I understand that they will shoot you on sight if you merely look as if you were thinking that his Rachel was not all.... But one had better not complete the sentence. And, in fact, Rachel deserves every one's sympathies. The picture, if you could see it in colour, would have all the un-blasé, touching colour and feeling of a really primitive art.

Otherwise, as I have said, you will find it extremely difficult to find any specimens of the Fine Arts in S. Athens. There are said to be some paintings in a cellar in the Parthenon. But the janitor when you go there says: Pictures! What do you want to see pictures for? There are hundreds of millions of pictures in the world. But there is only one Parthenon.... And he would be so hurt, if you insisted on seeing the pictures, that you don't.

The Parthenon itself is an exact replica of the forgotten one in Athens, GR. That is to say, it would have been exact but for a proud S. Athenian gesture. Tennessee marble, beautiful as it is, is so plentiful and so cheap, that they built their Parthenon out of the more costly cement. Except, in fact, for the rather grim quays and the rather gay vessel said to be the last showboat, the note of S. Athens is not the picturesque. It is tense, it is nervous, it is austere, filled even on market-days with people too anxious and too baked by the fierce sun (Continued on page 140)

Crowning Achievement in Beauty Science

A Cream That Brings You Your Beauty Sleep

• The time is 1 a.m. You are about to retire, after a hectic day of social engagements: luncheon, a matinee, cocktails, then home to dress for dinner and the opera. And you smile when you think of your friends who cut the evening short, with, "I must have my Beauty Sleep."

Every one of them afraid that the day's activities would "tell" in their faces tomorrow. Afraid that tired lines would etch their eyes. Afraid that crow's-feet would come without warning.

Yes, you in your wisdom smile at the thought that so many unenlightened women miss hours of enjoyment to get their Beauty Sleep. For you get yours in a single white jar labeled Helena Rubinstein's Novena Night Cream. Hours of rest for your skin packed in it. Ingredients carefully selected by that great beauty authority, Helena Rubinstein, to safeguard your youth and work for your beauty while you sleep. Rare balsamic oils—the very oils that are used in Helena Rubinstein's celebrated Eastern Oil Treatment—which every skin needs to build it up at night so that it can "take" the high-tension day ahead without showing it. Rich, vital oils which soothe and comfort tired, nervous skin . . . rest it and prevent it from becoming dry and lined and unlovely.

You reflect on the day's enjoyment. You smooth on Helena Rubinstein's Novena Night

Cream. You sigh with contentment, close your eyes, and abandon yourself to beautiful dreams, safe in the knowledge that you are giving your skin the nightly care that hundreds of America's smartest women agree is unrivaled for results . . . for the youth and beauty it brings.



**NOVENA
NIGHT CREAM**
5.00, 12.00, 21.50

TRIAL SIZE, 2.00

AT HELENA RUBINSTEIN SALONS
AND ALL SMART STORES



Now it is morning. Your maid wakens you. Your skin is radiantly lovely, soft to the touch. You arise with alacrity. You have a busy day ahead, filled with gaiety. You smooth on Helena Rubinstein's Herbal Cleansing Cream Special—to cleanse your skin to immaculate beauty. (1.50 to 7.00). Pat Anti-Wrinkle Lotion (Extrait)—the astringent which is so marvelous for dry skin—over your face and under your eyes to help keep fatigue lines away. (1.25, 2.50). And finally, Helena Rubinstein's ingenious Town & Country Make-Up Film (1.50), the make-up foundation which helps your powder and rouge to blend smoothly and stay fresh for hours. Also conceals lines. Gives an added glamour to your make-up and touches your face with romantic beauty. And you're off for another beautiful day! Copr. by Helena Rubinstein, Inc., 1937

Helena Rubinstein

715 FIFTH AVENUE, NEW YORK

SALONS: PARIS . . LONDON . . BOSTON . . CHICAGO . . LOS ANGELES . . SAN FRANCISCO . . TORONTO



FROM NOW
UNTIL *Spring*

This cardigan suit of imported monotone tweed and a matching fur-trimmed topcoat will carry you smartly through the Fall and Winter sporting events.

The suit is snug-fitting, is silk lined throughout and embodies some nice tailoring details. The coat is interlined and has a luxurious, timber wolf collar.

It is one of the many interesting ensembles we present for the well-dressed outdoor woman.

Cardigan Suit of Imported Monotone Tweed with
Fur-Trimmed Matching Topcoat . . . \$150
Colors: brown, green, black and mist blue.
Sizes 14-20

ABERCROMBIE & FITCH Co.
The Greatest Sporting Goods Store in the World
MADISON AVENUE AT 45th STREET, NEW YORK



CHICAGO STORE: Von Lengerke & Antoine, 33 So. Wabash Avenue

TAKE ME BACK TO TENNESSEE

(Continued from page 138) that is so cruel alike to them and to their crops. The only touch of the picturesque, of the coloured, animated and self-abandoned, is conveyed by the coloured people. They say that a hunt-ball is not colourful because, the men's coats being scarlet, there is no black to show off the colours of the ladies' frocks. But there are about seventy thousand Negroes in Nashville, so what colour there is, is enforced enough. I saw a white—that is to say an orange—man standing in front of three pure Negroes the other day. His cap was a streak of light yellow, his baked face a patch of the orange of fishing-boat sails, his jersey a patch of light yellow, his pants two vertical streaks of fishing-boat orange. He just blazed. He would have been dull enough against a ploughed field....

So, for Heaven's sake, let us step on it and get to one of the kind green spots in the hair of this Athens of the South, and there with mint juleps or the better coke refresh ourselves to the sound of silver waters falling into the little stone fountains. You will find there kindness enough and talk of good runs with the hounds.... Or you can reflect that, after all, this is a little sort of an Athens in matters not thought of in markets. There was once here a small literary group whose work has penetrated to most parts of the civilized world. It centered, unusually, round the English classes of the University endowed by Cornelius Vanderbilt and bearing his name.

When the concrete Parthenon has crumbled away and the last steeplechase shall have been run in the Blue Grass fields and the last pall of three-inch small-coal soot shall have descended from the proud chimneys of the Silver Knights, the betting is that the work of that band of writers shall still keep on the map the name of the Athens of the South.

HOW TO SAVE YOUR FACE

(Continued from page 94) But don't neglect the possibilities of green, light and dark blue, topaz, and sardonyx, which are effective and amusing at night.

Should you want your lashes to look shiny rather than coloured, use eyelash grower instead of mascara. This is something to include as a nightly rite, anyway, because we have seen lashes increase from ordinary to wave-in-the-breeze length with steady use of these creams. Also, they make your lashes silky and are perfect to use before the little eyelash curling-iron, which is practically a must in eye makeup equipment.

Then, when you have done everything, do one thing more! Put drops in your eyes (harmless—made according to a doctor's prescription) that make them sparkle like the dew.

As always, we shall be delighted to supply the specific names of any preparations that this article may have inspired you to try.

NOTE: This is the Sixth, and last, of a series of articles on How to Save Your Face. The titles of these were as follows—(1) Give It Grade A. Creams, (2) Prescribe a Good Tonic, (3) Wear a Masque Occasionally, (4) Correct Its Defects, (5) Apply Yourself to Make-Up, and (6) Keep a Light in Your Eyes. For each article, a list was prepared of representative beauty preparations to cope with the beauty problem under discussion. If you would like any or all of these listings of preparations, we shall be glad to send them to you. Address the Information Department, Vogue, 420 Lexington Avenue.





In the air ...

EASTERN'S STANDARD IS HAMILTON TIME

ON the wrist of every one of Eastern Air Lines' crack Flight-Stewards is a Hamilton, the "watch of airline accuracy." Twenty-three daily flights are operated by this airline between New York and Washington. Such a schedule demands the highest standards, and in the important function of timekeeping, Eastern's standard is Hamilton—just as Hamilton time has long been the standard of America's leading railroads.

Your standards demand Hamilton time also. The model you select will be as accurate as you could wish, as smart as your nicest costume. And, whether the cost be \$37.50 or \$5000, rest assured that no Hamilton contains fewer than 17 fine jewels, no Hamilton is cased in less than precious metal—platinum, solid gold or gold filled. Write for our new illustrated folder, illustrating new models for both men and women. Hamilton Watch Company, 848 Columbia Avenue, Lancaster, Pennsylvania.



Left to right...

WINONA. 17 jewels. 10K gold-filled, white or yellow. Marker-numeral dial. With silk cord. \$40

MELODIE. 17 jewels. 14K gold-filled, white or yellow. Raised numeral dial. With silk cord. \$47.50

ANITRA. 17 jewels. 18K gold, white or yellow. With silk cord and 18K solid gold fittings. \$65

SONYA. 17 jewels. 14K gold, white or natural yellow. With silk cord and gold-filled fittings. \$55




HAMILTON
America's fine Watch



Mellow "Tapestry Blue"

NEWEST BRAEMAR CASHMERES FROM SCOTLAND



 All the world loves Braemar Scotch Cashmeres for their truly remarkable hues. For only this finest of cashmere yarns—washed by the soft waters of the rivers Dee and Don, woven in Scotland's most famous mills—has such a talent for turning out in truly glowing, vibrant colors. *Tapestry Blue* is a singing new shade—a soft violet blue that adds an original new note to fall tweeds and woolens. A sister-shade is Reseda Green, also in natural, navy, maize, white. Cardigan, \$17.50 . . . Pullover, \$15.



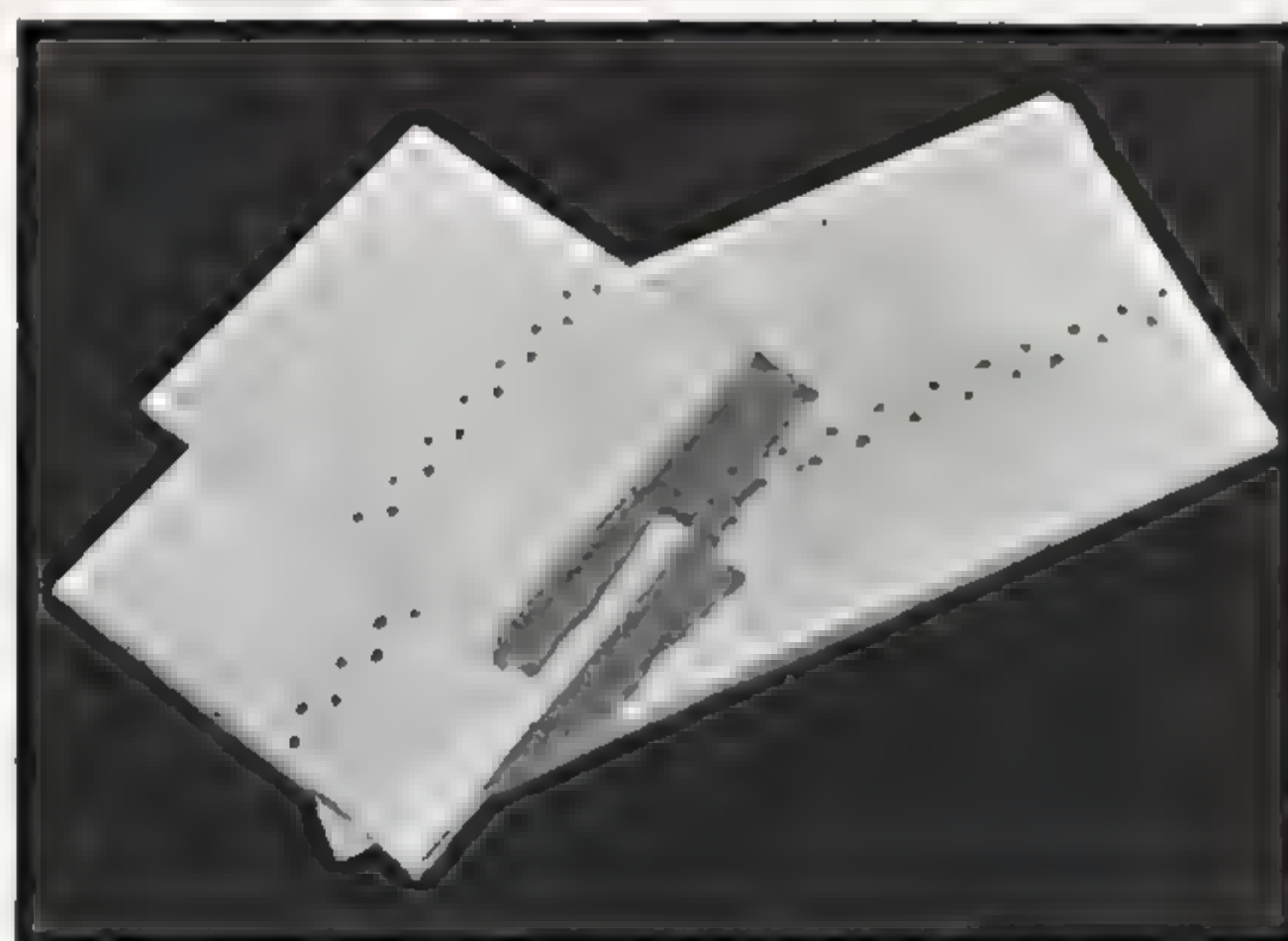
PECK & PECK

New York • White Plains • East Orange • Boston • Chicago • Cleveland • Detroit
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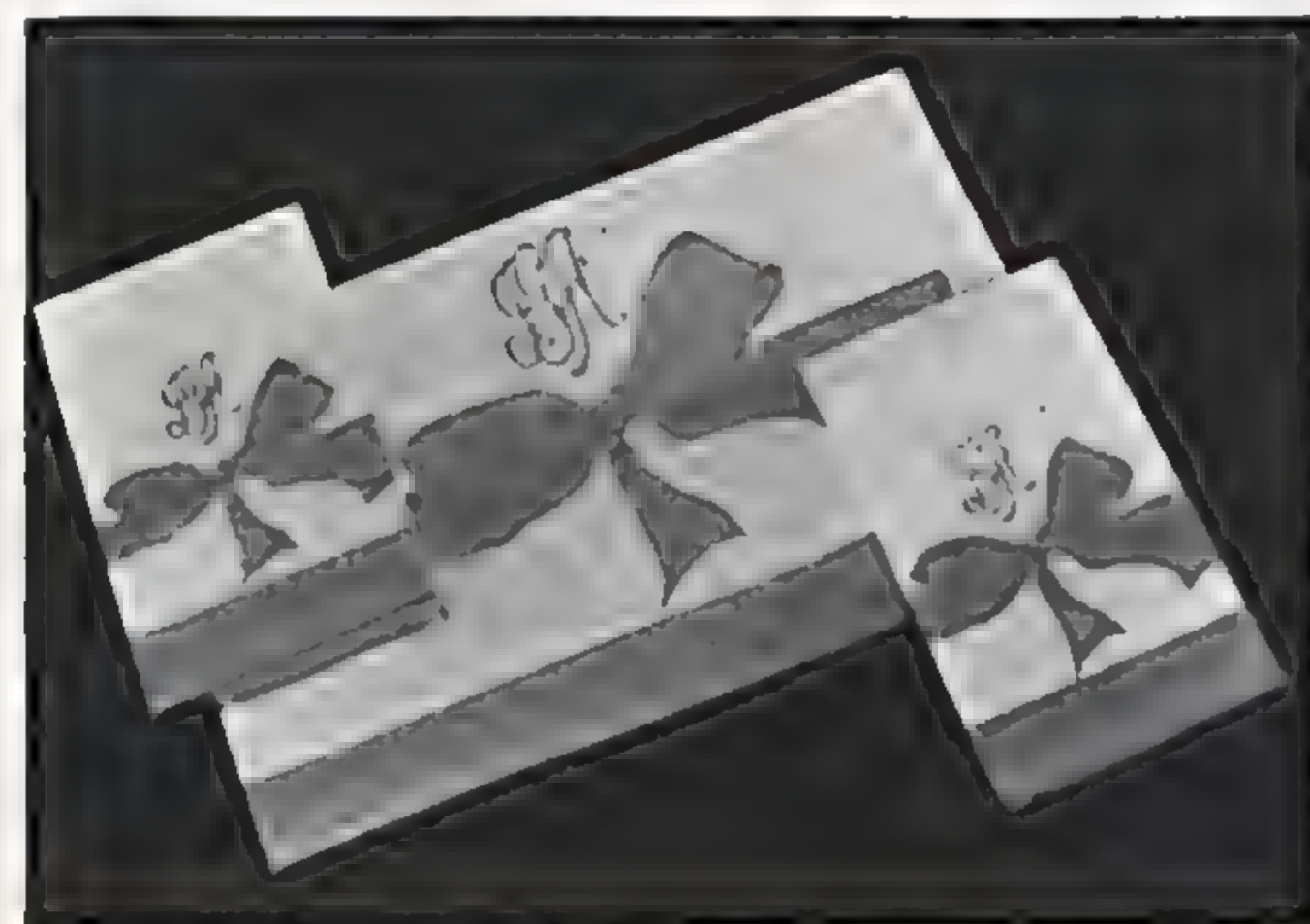
YOURS TO CHERISH



Hand-embroidery adds the properly luxurious air to the linen trousseau of any bride-to-be. There are quantities of it on the Wamsutta Supercal bed set photographed here, all done lavishly and with care. Carlin Comforts, at Saks-Fifth Avenue



French knots are a new hem decoration on Wamsutta Supercal sheets. You may find them in many versions, but here they are neatly regimented between hemstitched bands. Choose the knots in white or in colours to match your bedroom colours. Altman



This percale bed set, with its appliqué of a huge bow-knot design, is a distinguished beginning for any hope-chest. Try it in grey-and-white, to match a grey-and-white bedroom which has, perhaps, a touch of yellow or coral for contrast. Mosse



For a bride or any one who plans a white bedroom, this quilted white satin puff is an excellent choice. It is edged with Tom Thumb white silk fringe and has a Beauvais-embroidered monogram in the huge centre medallion. Carlin Comforts, at Saks-Fifth Avenue



CHARTREUSE

THE NEW COLOR IN CRANE'S
FINE PAPERS FOR FALL

*T*he gorgeous combination of green and yellow that distinguishes the celebrated liqueur Chartreuse, and sets it apart from all others, is the color that Crane has achieved in its leading paper for fall. And, like its immediate predecessors in high style and good taste—Jodhpur Tan, Bois de Rose, Wedgewood Blue—it is enjoying an acceptance that confirms the trend toward fine papers of distinctive color.

• It was in 1757 that Brother G r me Maubec, "a very clever apothecary," of the Carthusian monastery near Grenoble perfected the formula for Chartreuse, the secret of which has never been divulged or discovered by analysis. Secrets we have, too, and we have passed them along these 136 years so that Crane's Papers may always be worthy of their name; may always be the finest papers this country produces.

Chartreuse comes in two weights; one light and the other of substantial texture. Both may be had in a variety of contrasting and complementary borders, or plain, and all lend themselves superbly to stamping and engraving. Your stationer or jeweler will be glad to show you Chartreuse and all the fine papers Crane has made for fall.

Crane's FINE PAPERS
MADE IN DALTON, MASSACHUSETTS SINCE 1801

YOU WILL LIKE THESE
American Ships
 (and the outstanding *VALUES* they offer)



Dropping the pilot at Sandy Hook

*America's largest,
 fastest, finest liners
 on the Atlantic . . .*

s. s. Manhattan • s. s. Washington

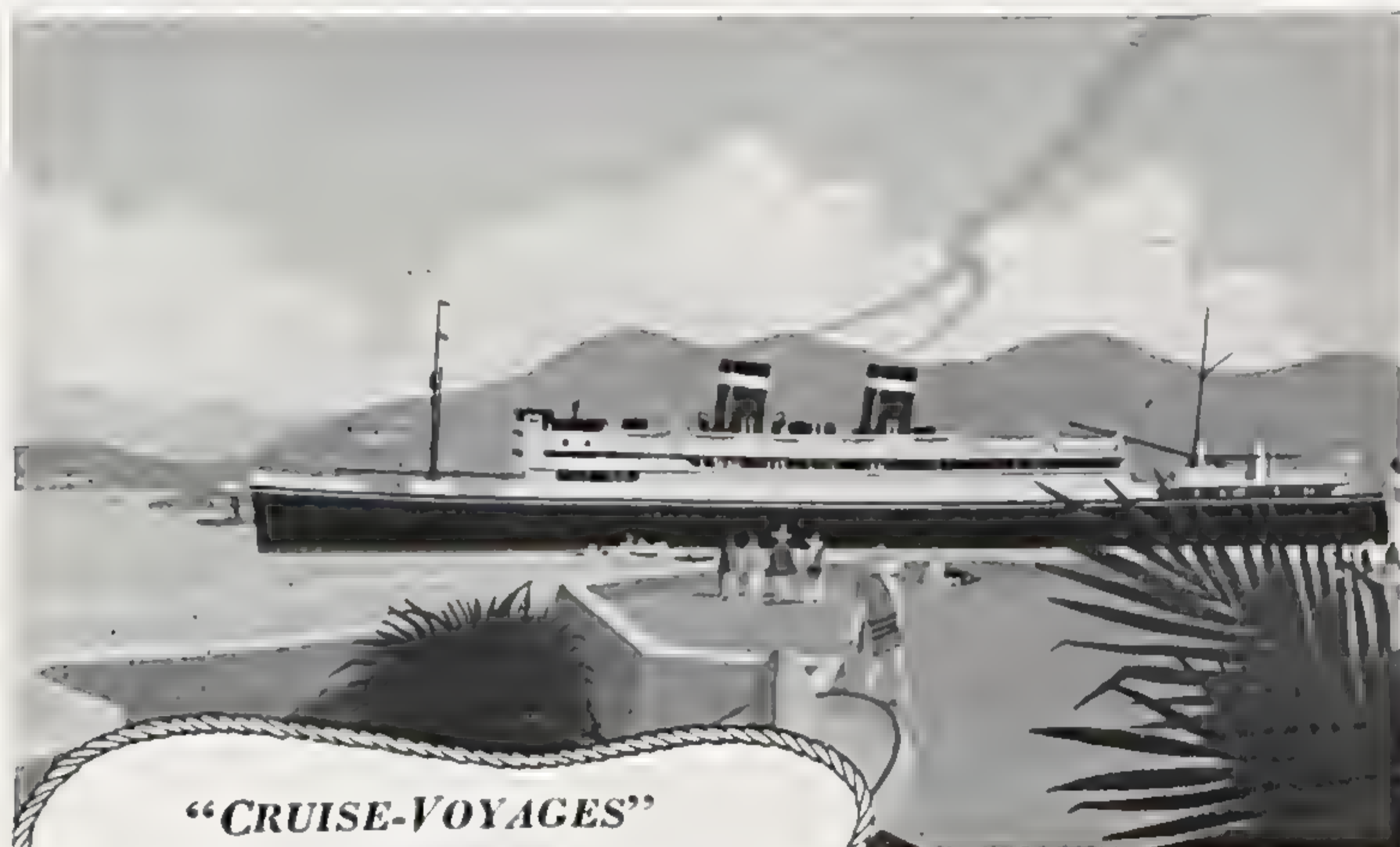
Sail Wednesdays at noon alternating with the
s. s. President Harding and s. s. President Roosevelt

You enjoy every modern convenience and luxury on these magnificent American flagships—*Manhattan* and *Washington*—and rates that are surprisingly low. Cabin Class accommodations from \$181—Tourist Class from \$122. Or on the smaller, more informal *President Harding* and *President Roosevelt*, Cabin Class for as little as \$136.

Also popular "American One Class" liners—weekly direct to London—fortnightly to Cobh and Liverpool—for only \$105.

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 IRELAND, ENGLAND, FRANCE
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"CRUISE-VOYAGES"
 to **CALIFORNIA**
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*via Havana, the Panama Canal
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"Big 3" liner at Acapulco, Mexico

*Largest, most popular
 ships—fastest schedules
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. . . the famous "Big 3"—are operated by the Panama Pacific Line, an associated service. Each ship a modern, 33,000 ton liner specially designed for tropical service. *New York—California*, 1st Class from \$225, Tourist Cabin from \$125. *New York—Mexico*, 1st Class from \$195, Tourist Cabin from \$105. (1st Class rates slightly higher at some seasons—special reductions on round trip by sea.)

Ask also about combination rail-water "Cruise-Tours" with special rates from hometown back to hometown—and 23-Day All-Expense Mexico Vacation Trips.

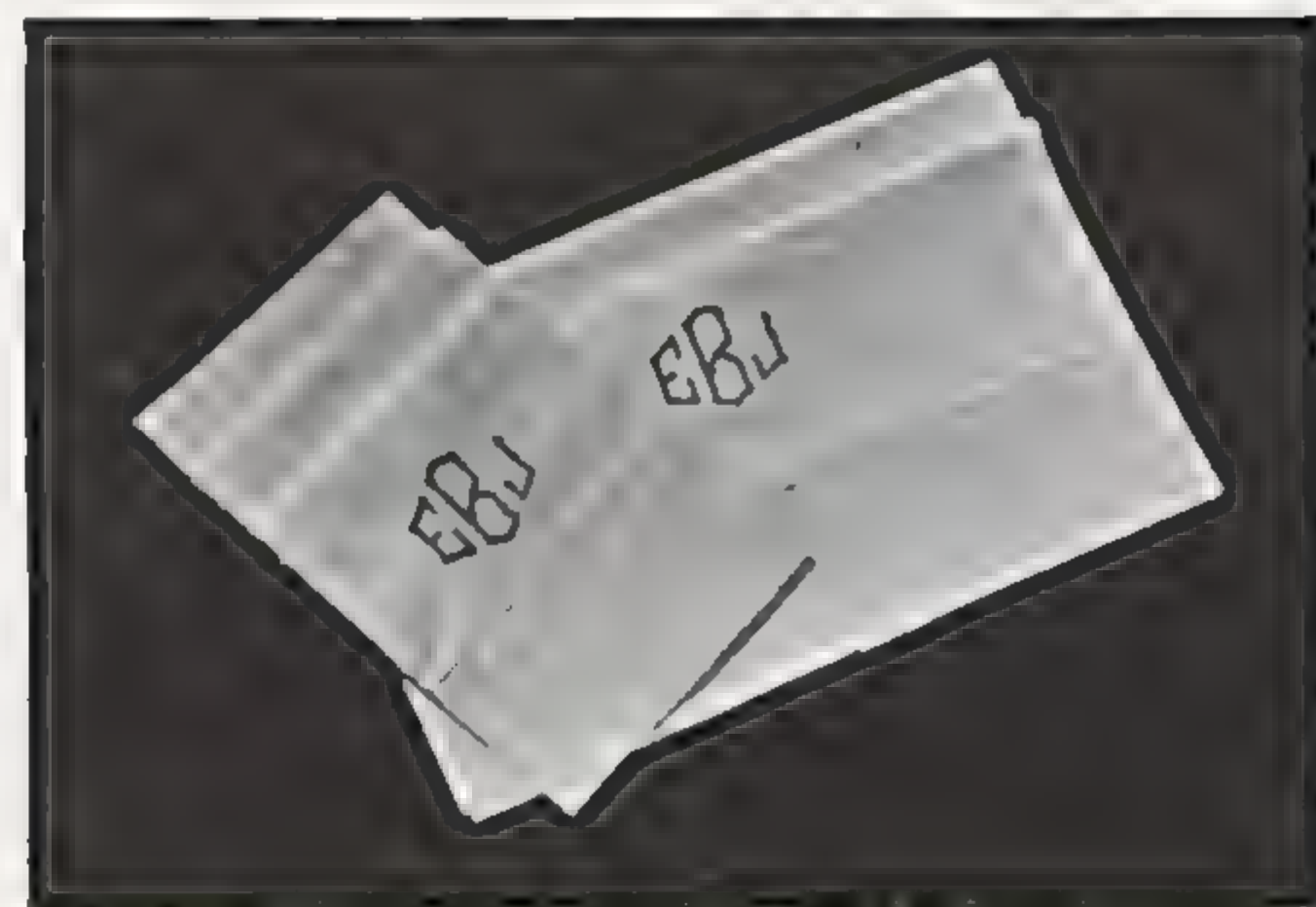
Your TRAVEL AGENT will give you complete details



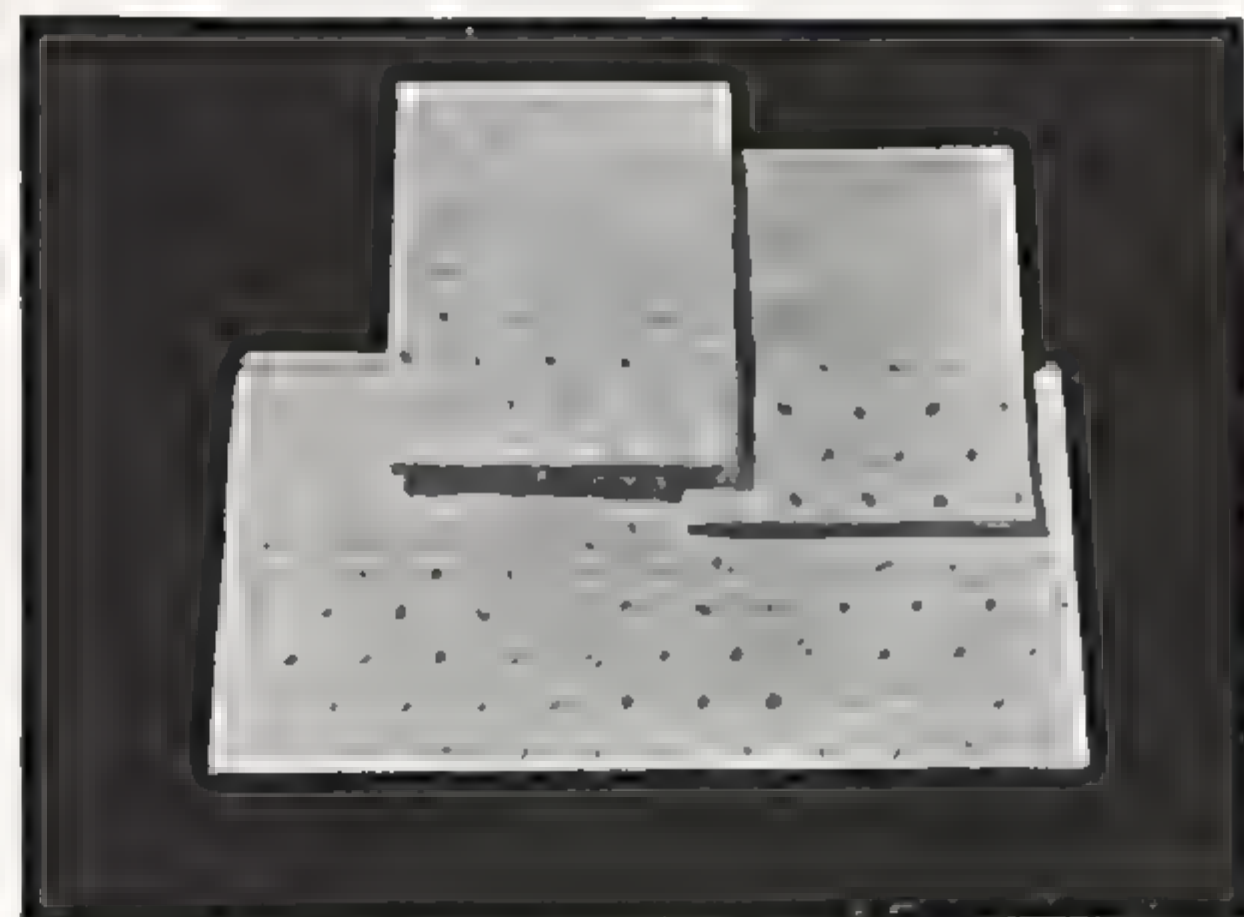
United States Lines

ONE BROADWAY, NEW YORK
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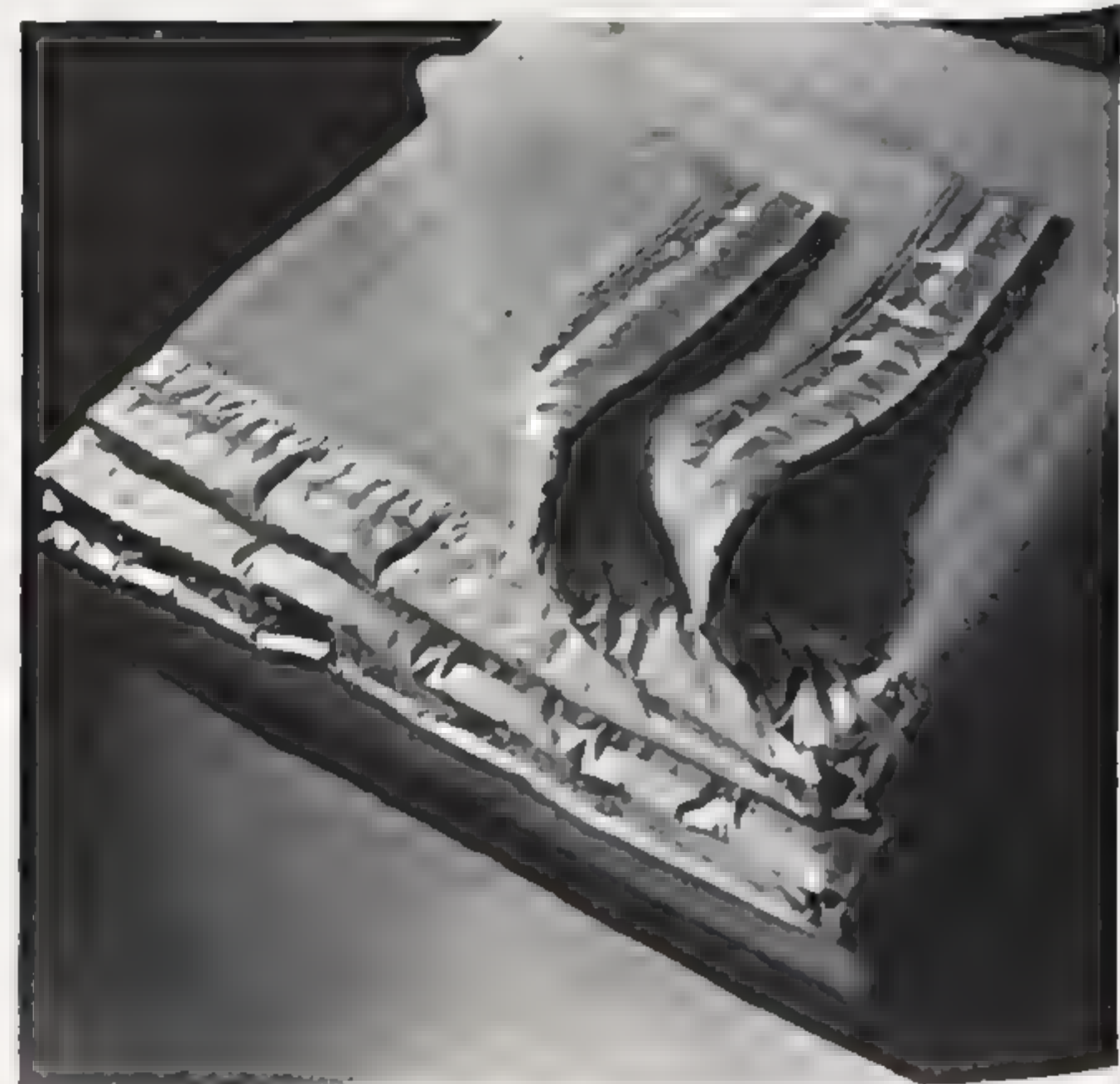
YOURS TO CHERISH



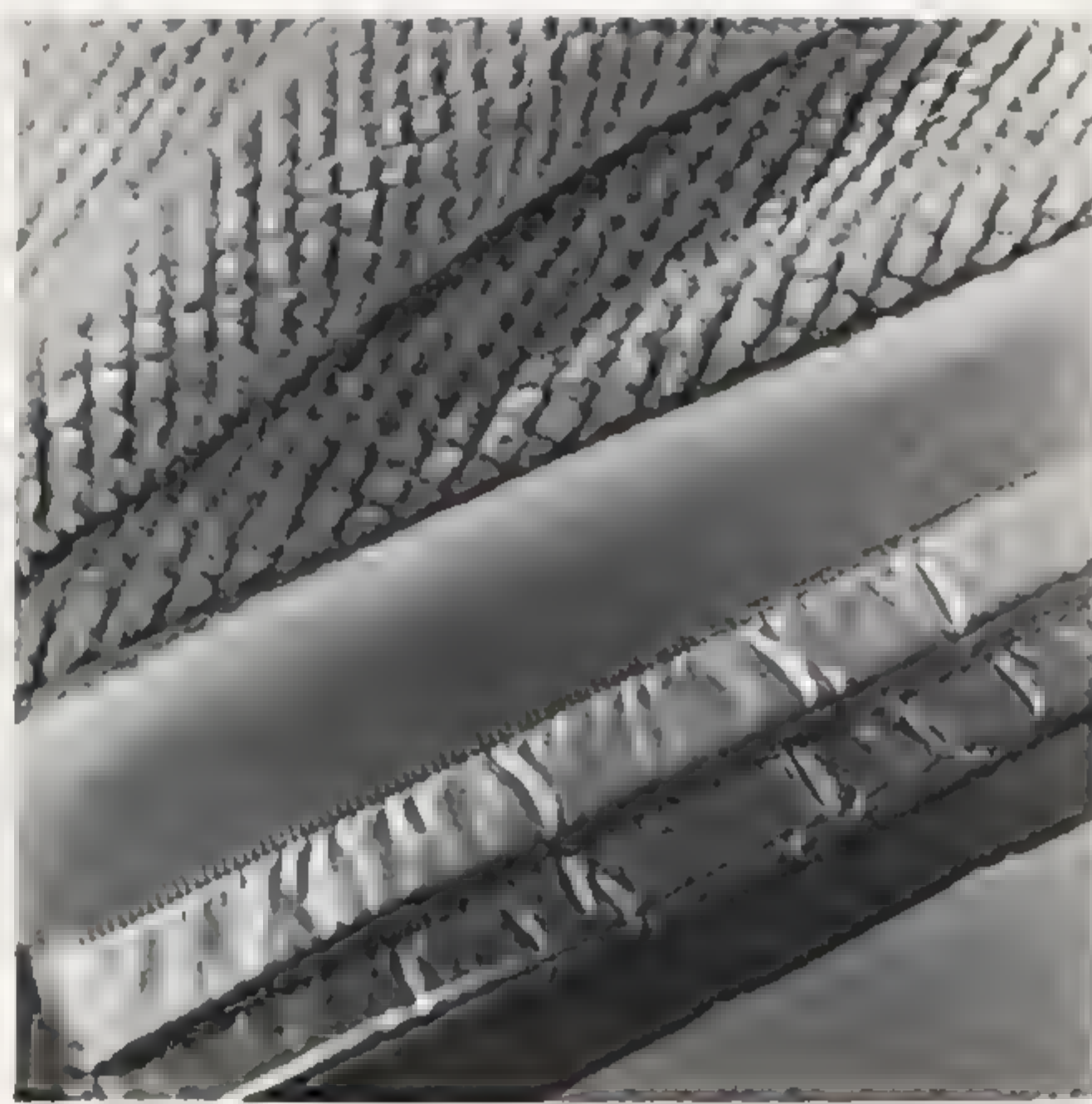
To make them your own, have sheets initialled in the manner of these smart Utica Percale sheets. They are called "Piped-tint," because of the fine coloured percale piping at the hem-line and Needlecrest monogram to match. Bloomingdale



Every bride needs a few coloured sheets to add variety to her linen-closet. The Pepperell Peeress True Percale sheets come in both white and colours, including the very dark shades. This set, called "Polka," has hand-machine embroidered dots. Altman



You may choose this Kenwood "Famous" wool blanket in pastels or dark colours, but it is loveliest this season in white. Bound with a satin-striped ribbon, this is a gift, both attractive and practical, for any bride-to-be. You can find it at McCutcheon



For a modern room, select this diamond-cut chenille bedspread, by Bates, in white. It has tiny woven tufts. John Wanamaker. The Chatham blanket, photographed with it, combines both lightness and warmth by weaving the wool on a cotton warp. Macy's



The Murray Hill Shop

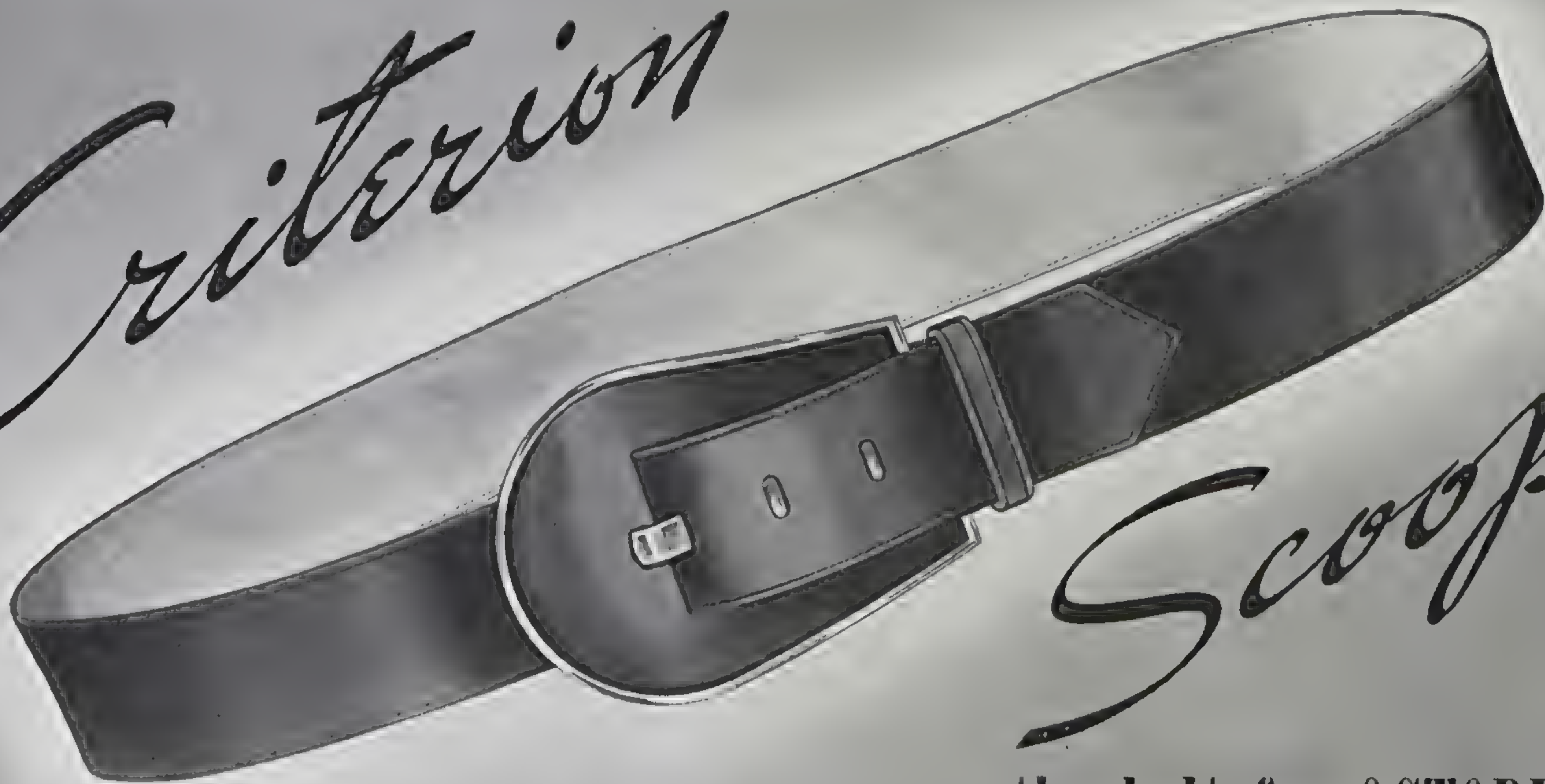
offers you a stimulating choice of historic antiques and fine reproductions. The distinguished cabinet, pictured here is a faithful copy of one of our most recent English imports. In rich deep mahogany, 195.00
Seventh Floor

Lord & Taylor

Wisconsin 7-3300

Fifth Avenue at 38th Street

*Criterion**



Scoop

the belt for OCTOBER

The striking buckle, a covered scoop with a polished edge, is a spirited complement to the new flaring coat and hat lines. Leather lined suede in all important colors. At all foremost stores, \$1.50.

SLOTE & KLEIN, inc. • New York
world's premier maker of quality belts for women

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WINTER WINNERS

NELLY DONS IN ENKA RAYON

Sparkling new prints to lend zest to your winter wardrobe...in lovely Nelda Crepe woven of Enka Rayon...easy to launder as your hankies.

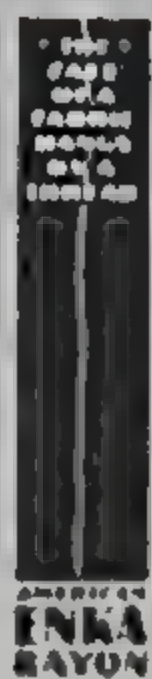
JUST TRY ONE ON



• (Left) Exclusive Neon Stripe in a slim Princess frock...slenderizing as a Hollywood diet. Clipper Blue, Chestnut Brown, Ebony Black. Sizes 12 to 20 \$5.95

• (Center) Bubbles afloat in a Mystic Dot Print...a gracious style with flattering V neckline, and fagotting trim. With long or short sleeves. Clipper Blue, Chestnut Brown, Spruce Green, Ebony Black. 12 to 44. \$5.95

• (Right) New Brassiere drape and shirred sleeve—a definitely "pretty" frock to make you your feminine best. An exclusive Romany print in Red Currant, Vineyard Blue and Ebony Black. 14 to 44. \$5.95



McCUTCHEON'S
NEW YORK

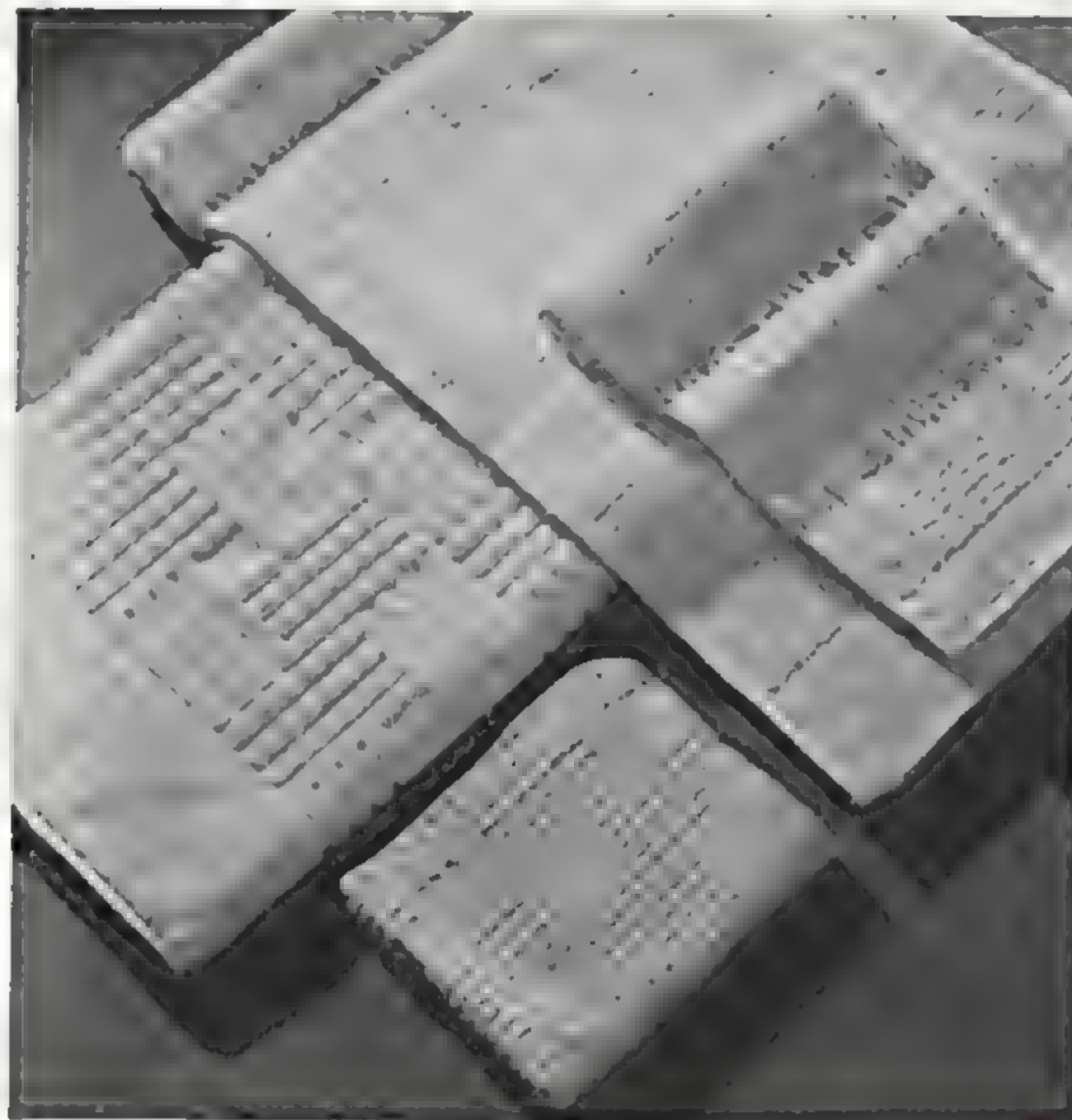
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Mabley & Carew Cincinnati	Joseph Horne Co. Pittsburgh
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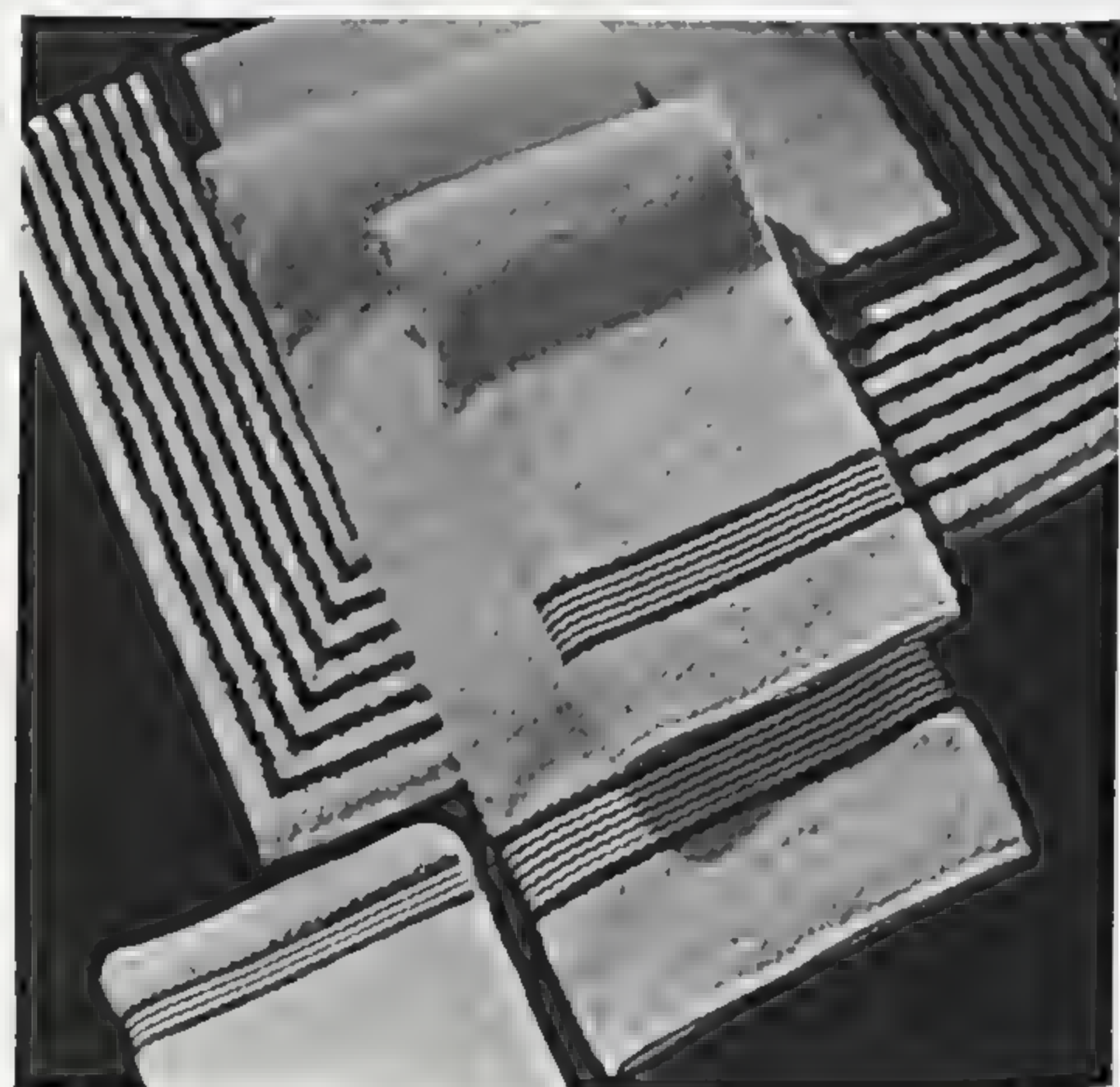
And 1800 other leading stores and shops throughout the country

AMERICAN ENKA CORPORATION • 271 CHURCH STREET • NEW YORK

YOURS TO CHERISH



When you choose a gift designed to please the bride, choose one that will also meet the approval of the man of the house. Martex designs this new set of absorbent-textured terry, with towels that are big, white, and rough enough to keep any man singing in the shower. The bath-towel is as large as the great white towels that one finds in an English country house. From Altman



Cannon calls this new bath set "Sovereign," and designs it with a battalion of stripes as smart-looking as the British navy. The border stripe is composed of narrow rope strands, alternating white and a deeper shade of the towel's colour. The towels themselves, of a fine terry, come in an array of pastel colours designed to match any bathroom colour scheme. Macy's



BAKER

There's something personal about monogrammed towels that makes them a delightful gift and a valued possession. "Unique," the beige linen huck towels pictured here, are bordered with modern monograms in brown. The white linen huck towels, "Regina," have a rose-coloured border and scroll monogram. Buy them in pastel colours in two sizes, with bath-towels to match, at Léron

Impromptu

**LUCIEN
LELONG**
PARIS

*A new fragrance... friend to laughter and
kin to danger... inspiring and condoning each adventure...
perhaps too headlong for some, too unpredictable for
others... but delightfully, mischievously,
wilfully Impromptu*





PRESENTING

*English
Shell*

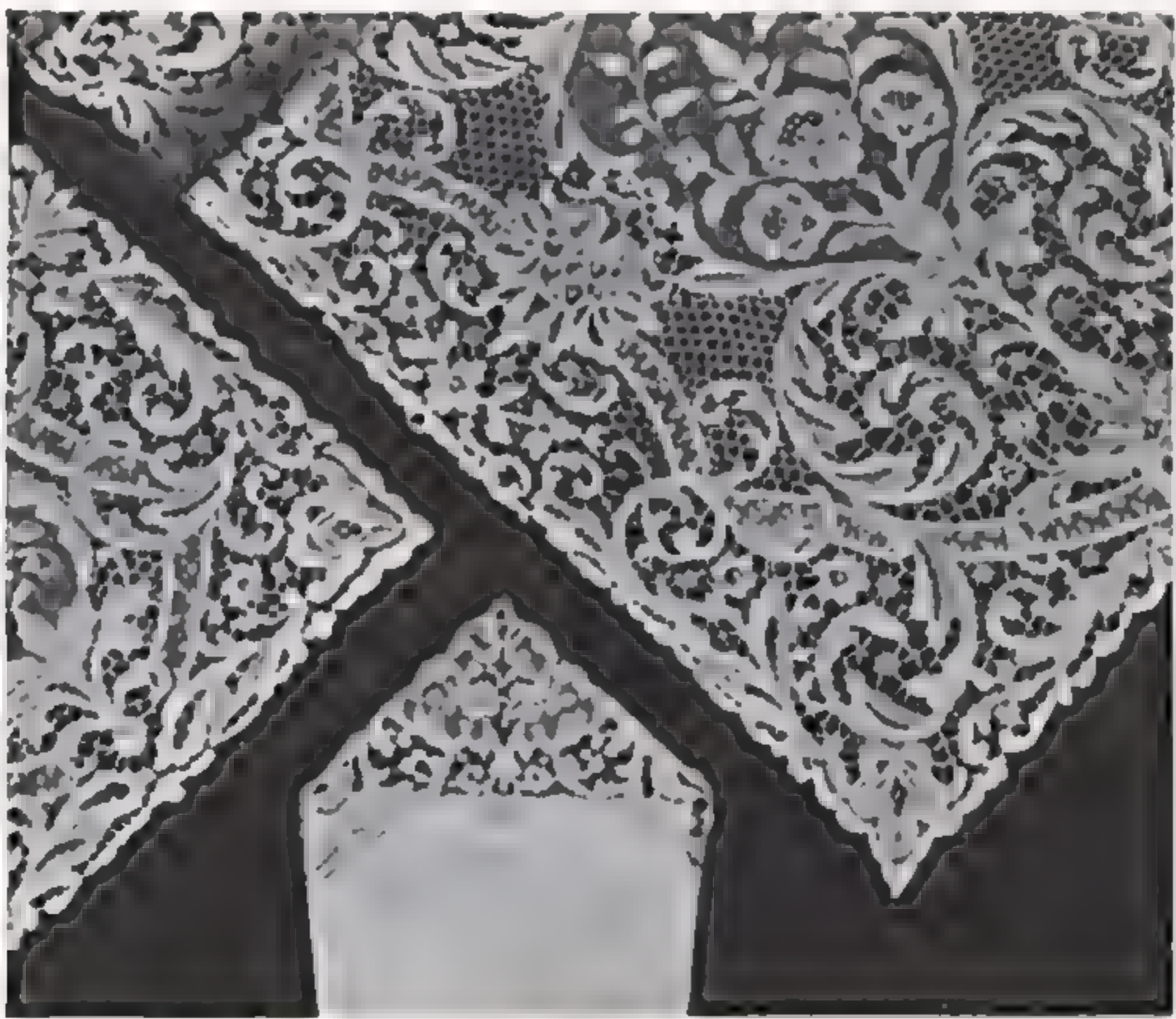
THE SEASON'S NEWEST
IN FINE STERLING

EVERY SO OFTEN a masterpiece is born. We think you will agree that English Shell is one of these truly inspired creations, deserving of expression in solid silver. Consider the trim, slender lines of the handle, the richly simple shell and leaf ornamentation. Reminiscent, you note, of the distinguished English Georgian period that gave us Chippendale, Heppelwhite, Sheraton, the Adam brothers. Yet it has the smartly modern air characteristic of today's bride. Instantly she knows it to be in perfect taste with almost any dining room. In the depths of its mellow sheen she visions a treasure to be cherished for all time—a true masterpiece of the silversmith's art. You must see it in actual silver. A Jeweler in your community is now showing this exquisite new pattern. *Write us for his name, and for your free copy of "The Bride Selects Her Table Silver," picturing all of the magnificent "Treasure" patterns. Address Lunt Silversmiths, Dept. A-40, Greenfield, Mass.*

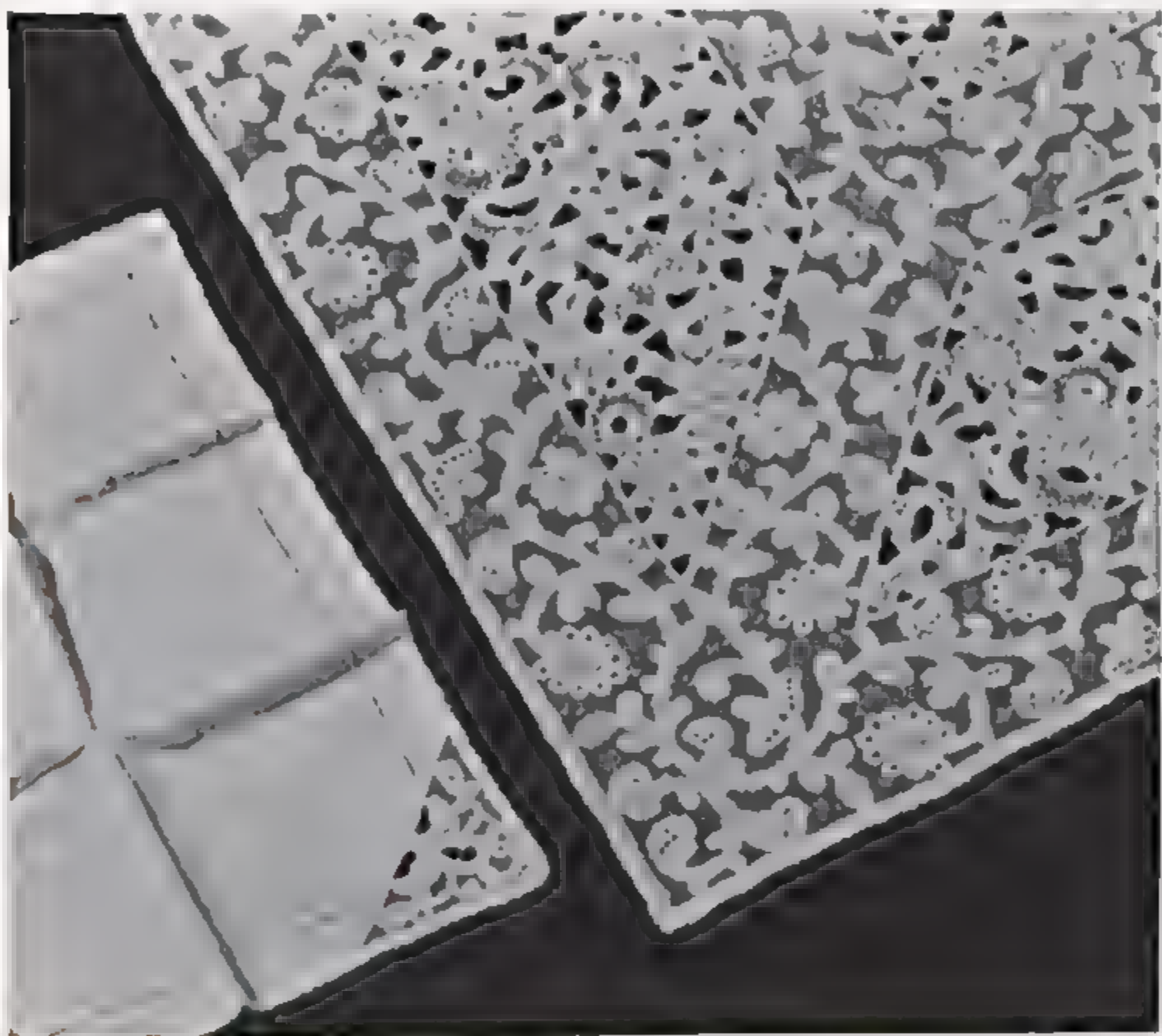
LUNT SILVERSMITHS

A DIRECT HERITAGE OF FINE SILVERSMITHING FOR OVER TWO
HUNDRED YEARS—MAKERS OF STERLING TABLEWARE EXCLUSIVELY.

TABLES TURN TO LACE



As a gift for a bride, or for your own table on those important formal occasions when you'd rather not use a cloth, choose this rich point de Venise set as a background for your crystal and silver. The set photographed here includes a long runner, twelve doilies, and twelve lace-edged linen napkins. Imported by McCutcheon



Reflection, perhaps, of the 1900 revival in fashion, tables are once more disappearing under yards of magnificent and costly lace. This beautiful cloth combines Milan lace and point d'Es-pagnole in a rich floral pattern. A small triangular insert of the same lace is made in the corner of the napkins. Imported by the Maison de Linge



Point de Venise has a new importance, both as an addition to the bride's linen dowry and as an inspiration to the hostess who likes to entertain beautifully. Here it has been used in vertical panels, with tall initials to add a distinctive new effect in lace monograms to this seventeen-piece Belgian linen luncheon set. Imported by Mosse

SHUR-TITE ★★★★★

Favorite of the Month



DESIGN PATENT PENDING

SHUR-TITE
ORIGINAL

SCULPTURED ... to match your fall costume. With a touch of richness in the sunburst of soft pleats ... and slim, strong handles held by graceful loops. Suede or calf ... in black, brown and colors. At all better stores with other new Shur-Tite bags.

"Shur-Tite predicts the style"

GOLDSMITH BROS.

MAKERS OF SHUR-TITE HANDBAGS, 10 WEST 33, NEW YORK

Los Angeles

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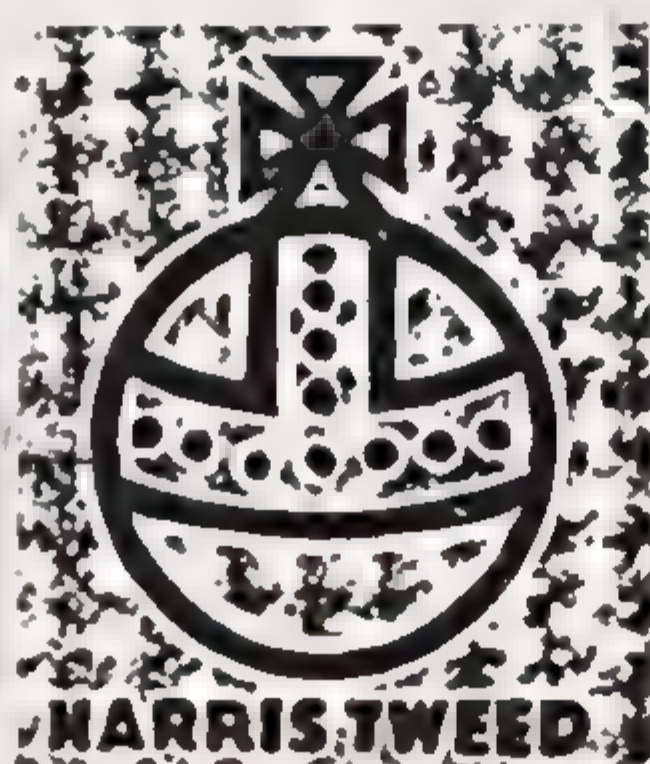
London



The trade mark on the cloth or the label guarantees that the Tweed is made from pure virgin wool, spun, dyed and finished in the Outer Hebrides and hand woven by native craftsmen.

FROM the far off Hebrides, exposed to the fury of Atlantic gales, land of mist-clad mountains, comes the world's finest fabric—Harris Tweed. Hand woven by native craftsmen from pure virgin wool Harris Tweed is a cloth without peer for outdoor wear. But Harris Tweeds have something else—a swank, an individuality, a “feel” of distinction—that has won the admiration of the world. To safeguard this individuality and protect the user from inferior tweeds masquerading as the genuine, the British Board of Trade has registered a trade mark which positively identifies genuine Harris Tweed. Look for it when you buy.

Look for the label on the garment...Look for this mark on the cloth...

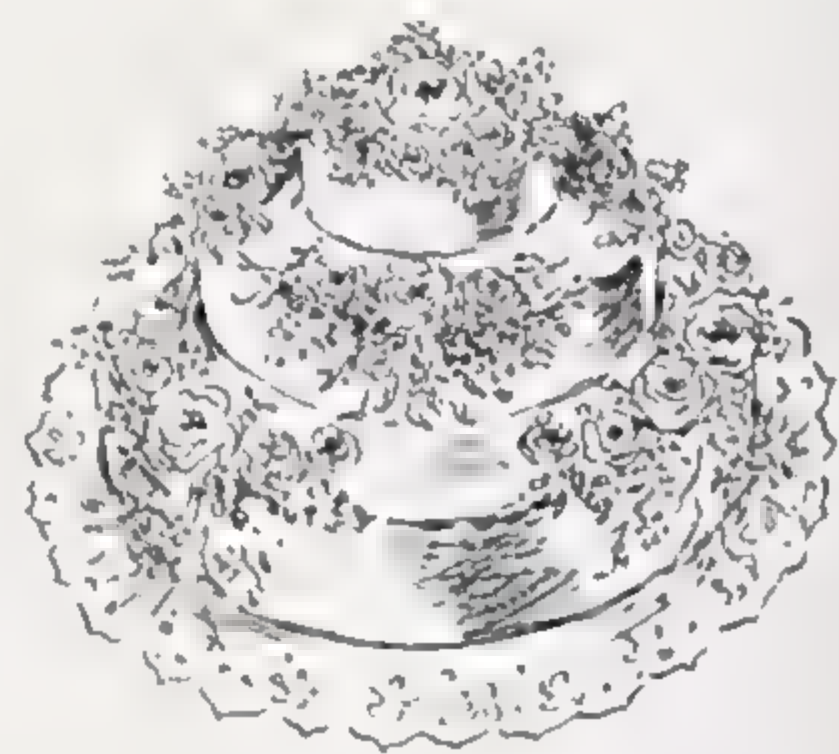


SHOP-HOUND TOSSES BRIDAL IDEAS



(Continued from page 122) Rather Russian, very modern, and yet slightly 1900, if you can make that out. Probably because of the black satin piping that suggests black braid. Several brides are ordering Bournefield's house-coat (sketched), with black satin slacks. The coat is made of Botany flannel, effective in geranium-rose, with black. About \$59.50 for coat and slacks. Also from Bournefield: vividly coloured nightgowns—green, jonquil, geranium, and gentian-blue—with swirling nautch-dancer skirts that look like full-blown blossoms. (Bed-jackets to match.) About \$59.50 for gown-and-jacket ensemble. The beautiful medallion monograms, done in vivid, contrasting colour, are extra. Another thing you can find at this shop—and it's a new idea—are double sweaters. Of very fine wool, so that one colour shows through, faintly. Finished on both sides, so that either colour can be worn outside. The inside colour shows in the short-sleeve cuffs—and is picked up again in the monogram. Delicious in the combination of white over green. About \$10.50 (monograms extra). These sweaters are slip-ons. Bournefield's address is 660 Fifth Avenue.

The princess in the fairytale might have had a wedding-cake like this. All of it is good to eat, down to the last lily-of-the-valley leaf. For such a cake as this, you have to hunt up a modern fairy godmother. You find her in Emma Bruns, who has a little candy shop at 126 East Fifty-Sixth Street.



Here, in the stone-locked heart of New York, she has been making candies for over half a century. Fudge, caramels, and maple and chocolate Genesee are made in her own kitchen. So are sophisticated bits of crystallized grapefruit and orange peel.

The changeless, timeless quality of the Mariano Fortuny negligés and gowns is, of course, one of their great charms. But you might like to know that there is a new Persian jacket, fitted and flared and buttoned right up to the neck. In the Fortuny velvet, the Venetian colours stamped with metal and faded by the mists of the sea. (About \$325, to order.) Fortuny will also take orders for wedding-dresses, which are dramatically simple made of finely hand-pleated wedding-ring satin, with long, tight sleeves and trains. At 509 Madison Avenue.



NELSON

If you want something new in the way of sports jewellery for your trousseau, you might look up the Aztec silver jewellery at Wanamaker. There's a silver bell bracelet (left) for about \$10, and an Aztec silver ring with tiny silver bells is priced at half of that. There is also a hob-nailed Aztec bracelet that looks like a silver cuff. And while your mind is still on ideas for your trousseau, here is a very helpful suggestion to keep married breakfasts calm—a “conveyor” toaster, also from John Wanamaker, that toasts three slices of bread at a time, turning them out as they are done so that burnt toast doesn't break up a fine romance. This toaster is priced at approximately \$14.

SHOP-HOUND TOSSES BRIDAL IDEAS



If you have any friends who like to receive gifts that contribute to the atmosphere of their home, find at Old Coppers, 24 East Sixty-First Street, a number of very attractive Egyptian copper bowls, to be used for finger-bowls. (about \$1.25 each), set on Egyptian hand-blown glass plates (approximately 75 cents each).

For those new evening dresses cut down to Here, remember that Mabel Naar, 123 East Fifty-Fifth Street, has a very effective wired brassière, which leaves a smooth furrow down the front. The brassière is built on a light wire, shaped to each figure and so constructed that it never slips or changes its line. This is, actually, one of the most comfortable brassières to wear, and a lovely looking thing, all white satin and lace. Miss Naar also makes brassière slips and separate satin brassières, which are cut on bias lines. Each brassière is made specially for you.

Georg Jensen has taken over the second floor, in connection with their shop at 667 Fifth Avenue, and filled it with rare and beautiful things to go with the Georg Jensen silver. There are delicate linens, combinations of organdie and linen. These table-linens are designed as a background for the Royal Copenhagen porcelain (the Flora Danica set was originally made for Catherine the Great, and a dozen dinner-plates cost about \$400—but don't let that price keep you away). They're also designed as a background for the Georg Jensen silver, and for the Orrefors glass. The Orrefors mayonnaise bowl (right), of aquamarine crystal on a hand-turned ebonized tray, costs about \$8.50, and would make a delightful gift. The Georg Jensen mayonnaise spoon, in curved leaf design, costs about \$8. Another smart and modern present would be a caviar set, which costs about \$7, with a Jensen spreader, which you can buy for about \$4.50. When you are looking for wedding presents that are a little out of the ordinary and right for every occasion, this is a good place to keep in mind.



A wedding present that no one ever gave before—for the reason that it's the first of its kind—is a really elegant bathroom set from Alfred Orlik, 395 Madison Avenue. It is made of the finest quality of brilliant lead-crystal, all cut by hand. Hand-engravings specify the contents of the bottles: Cotton, Bicarbonate, Lotion, Mouth Wash. The set also contains a powder-box, tooth-brush holder, soap dish, and water-glass. In fact, it has everything you could possibly want. It costs about \$63.50, is imported from England, and is perfect for the American bride.



NELSON



This Social Register group is the Fall 1937 addition to an internationally celebrated line. Stitched by hand, nonchalantly brief, these gloves are aristocrats to their finger tips, with a distinction that goes beyond beauty. Their superlative French doeskin, of which all Kislav made-in-France gloves are fashioned, is as renowned for the ease with which it washes (in the hottest suds that hands can stand) as for its almost legendary longevity. At America's finest stores, in the season's leading colors.

*Reg. U. S. Pat. Off.

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468 Fourth Ave., N. Y. 36 S. State St., Chicago 156 Yonge St., Toronto, Can.

SHINING NEW SILVER

(Continued from page 126) Silver should be washed carefully and by itself in hot, soapy water, as soon after using as possible, rinsed in clear, hot water, and dried thoroughly with a soft, clean cloth or flannel. In applying polish, each piece should be rubbed thoroughly, lengthwise, with a sponge or a bit of flannel (first step on page 126). When the polish is dried, the silver is rubbed with a chamois (second step on page 126), then washed in hot, soapy water and dried carefully.

On big silver-cleaning days, rouge (jeweller's rouge) is important, either stick or powder variety, because this and the polishing that goes with it give a fine mellow lustre, as well as a thorough cleaning. Rouge, incidentally, is used by the silver-smiths themselves for the final polish in the factories. Massaging rouge into the bowls of spoons with the fingers (third step on page 126) gives a better polish than any other means.

If there is chasing or repoussée work on the large pieces or handles, a brush will get the polish out of the crevices (fourth step on page 126). While any rubber will mark silver badly, if it is left in contact with it, a block of hard, treated rubber is one of the most effective means of polishing knife-blades and removing surface scratches (fifth step on page 126).



In "Governor's Lady," by Gorham, the dignity of the design is carried out with such simplicity that the silver is equally at home in modern or period backgrounds. The grey modern plate, the glass with heavy base, and the grey napkin with white motif are from Carole Stupell



"English Shell," by Lunt Silversmiths, incorporates both the shell and the gadroon motifs in this versatile design. The beautiful Crown Derby plate and the glass in old English design would make handsome complements for the English Shell pattern. China and glass from Plummer



WHY NOT LET
A HUSBAND
RELAX?

No husband, fagged after a hard day, likes to labor as a barman when guests drop in. Now, thanks to

Heublein, no husband needs to take this punishment. With Heublein's CLUB COCKTAILS — ready-mixed in the bottle — all anyone has to do to serve America's most popular cocktails is merely to ice and pour.

Really, you ought to try Heublein's CLUB COCKTAILS. First, they're so handy. Just open the bottle, ice the shaker properly, and there you are. As simply as that you not only have cocktails, but cocktails that are internationally famous for their delightful perfection. Made of finest ingredients, no Park Avenue barman can outmatch them in delicious taste, exquisite blending, pure cocktail satisfaction. It goes almost without saying that not one home-mixer in ten thousand can even approach this excellence. And the best of it is that — without waste — you can serve each guest his preference of eight different kinds, if you wish. For these cocktails come — ready-mixed — in eight wholly-satisfying varieties. What isn't used from any opened bottle keeps indefinitely. Order a few bottles or a case tomorrow. Once you've enjoyed these celebrated cocktails you won't be without them again.

JUST ICE AND SERVE

18 to 20
bumper drinks
in each bottle



HEUBLEIN'S
THE CLUB COCKTAILS

YOUR CHOICE OF EIGHT POPULAR KINDS

Martini Medium Sweet (60 proof), Dry Martini (71 proof), Extra Dry Martini (70 proof), Bronx (60 proof), Manhattan (65 proof), Side Car (60 proof), Old Fashioned (80 proof), and Daiquiri (70 proof). At all state operated and other liquor stores. . . . Prepared and bottled by G. F. Heublein & Brother, Hartford, Connecticut.

By HEUBLEIN & HARTFORD

SHINING NEW SILVER



"Norse," International Silver's newest pattern, has a feeling of Northern countries in its design, where craftsmen turn to flowers and foliage for their ornamental motifs. The plate, with dramatic border striped in gold, and the glass like a crystal bell are from Rena Rosenthal



"Chippendale," one of the two new examples of Towle's craftsmanship, suggests the Chippendale motif in its scrolls, but is not held rigidly to the period. The modern glass, reproducing a mid-eighteenth-century design, and the green-and-white English plate; Alfred Orlik



MARTINUS ANDERSEN

"Rambler Rose," by Towle, perpetuates the roses that climb over garden entrances. The simplicity of line, combined with the ornamental feeling of the design, makes this pattern harmonious with various types of décor. Provincial luncheon plate and green glass from Alice Marks

WILL THE WEATHER

catch you napping

NOT IF YOU TAKE
ADVANTAGE OF



WINTER MONTHS may mean snow and sleet... rain and heavy winds... days of bright sunshine and long evenings. Be prepared for the changing season. It means different clothes... different house furnishings... different habits of living... different amusements in your home. But now you will find it easier to prepare for all these changes.

NATIONAL WEATHER WEEK, from November 6th to 13th, is designed to help you. This special week is sponsored by Taylor, the oldest and largest American maker of accurate thermometers and weather instruments for the home. You can't plan successfully to meet weather conditions without the aid of

Taylor Instruments. But when they tell you the weather, be prepared for it. Let National Weather Week be a last call to "Prepare Now for Winter." Check right now the things you have... the things you lack.

In the store that holds National Weather Week ask for a new and interesting booklet, "What Do You Know about the Weather?" It contains a question and answer game about the weather and information about how to keep comfortable the year round. The questions will test your knowledge. Play this game with your friends and learn another way to "Prepare Now for Winter Months." Taylor Instrument Companies, Rochester, N. Y. Plant in Toronto, Canada.

Every Taylor Instrument bears the Taylor name
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INSTRUMENTS

YOUTHFULNESS PERSONIFIED



SENORITA—Choice of Coral Mist, Copen Blue or Maize—all with white trim.



Two-Piece Balbriggan Pajamas

MILITAIRE—Scarlet with Copen Trim... Royal Blue with Scarlet trim or Brown with Maize trim.

Styles and color harmonies so quickly accepted by style-informed co-eds that they have become favorites everywhere with modern misses and women who stay young. Fine quality fabric of combed cotton yarns, guaranteed color fast. Elastic knit cuffs, waistbands and anklets. Sizes 8 to 18 years. Easily laundered, long wearing. So easy on the budget that you can enjoy the luxury of several pairs.

Ever since mother was a girl, the "M" trademark has assured satisfaction in style, comfort and wear. Ask for "M" Garments at your store. Write for illustrated literature.

Minneapolis Knitting Works
Minneapolis, Minn.

MEN ABOUT TOWN

(Continued from page 89) more suited to the *nouveaux riches* or to the actresses who supped nightly in the "swamp" at the Hotel Imperial.

A popular member of the Union Club was suspended from membership because he had said, while sitting in the club, something supposedly derogatory to the character of a lady.

A gossip writer, on an out-of-town newspaper, cast an aspersion on a lady in society. Her husband, a member of the Knickerbocker Club, called on the writer of the squib and shot him in the leg.

Frederick Gebhard, a popular bachelor of the day, owned the first private hansom ever to be seen in New York. He was criticized when he loaned it, for a month's time, to Lillie Langtry, an actress who, it was generally bruited about, had accepted favours from a king.

Mrs. Paran Stevens, then the most original hostess in New York, came in for criticism when she entertained Sarah Bernhardt, not only a Frenchwoman, but an actress, for both of which reasons she was thought a woman of questionable character.

Edith Wharton wrote a novel—*The House of Mirth*—in which she held up to ridicule the life and character of a great and popular hostess in New York, long a friend of her own. The people who were friendly with the hostess determined to ostracise the novelist for so wantonly betraying the code under which she and her friend had always lived.

THEIR INFLUENCE IN SOCIETY

The group of men I have in mind (less than two hundred of them in all) were a great influence in the social life, not only of New York, but of Tuxedo, Newport, Meadowbrook, Westchester, Southampton, Aiken, and Lenox, as well. In a real sense, they managed all the activities of society—they imparted to it the colour and movement of its sports, dances, pleasures, and race-meets, and, very particularly, they dominated the life in its clubs, restaurants, and theatrical green-rooms. They exercised, too, a great influence on the taste of the time, particularly in the case of such figures as Stanford White, Bob Chanler, Whitney Warren, and Charlie Wetmore. Among the men of taste at that time Stanford White was probably the most dynamic, contagious, and wonder-working.

Some of those amiable spirits were men in their middle fifties, some in their early twenties. There were, among them, more bachelors than married men. Many had made their own money, more had inherited it. Some were bankers, brokers, and merchants, but only a handful of them were, in any sense, slaves to their business.

They followed, as a rule, no regular plan of life and seldom remained long in the same habitat. Their clothes were inconspicuous and never noticeably new. Though they had better taste in wine and women than in song, they often frequented the opera and helped to defray its deficits.

While many of them placed Napoleon brandy and Baker's rye whisky a little too high in the calendar of a gentleman's needs, they all, somewhat miraculously, possessed the gift

of remaining mellow under their wine. Sober, or otherwise, they were creatures of extraordinary charm. A few were snobs; one or two were roués; and, while many of them gambled for sizeable stakes, they settled their debts of honour promptly, whether with friends, spinners of the wheel, or the better-known book-makers, like Dave Johnson, George Wheelock, and Sol Lichtenstein of fragrant memory.

An example! Ned Bulkley and Center Hitchcock, two of the most popular bachelors in the gamut of the 'Nineties, were friends of long standing. In the autumn of 1897, Mr. Hitchcock, who had a good deal overestimated the merits of a horse in the Futurity, borrowed from Mr. Bulkley the sum of \$1,500. On New Year's Day, a little before the payment was due, Mr. Bulkley, returning to his flat in a pleasant glow (from a round of egg-nog parties), observed on his table a package tied with a red ribbon. On opening it, he discovered a little gold box—ingeniously chased by a goldsmith of the time of George III. In the box, Mr. Hitchcock had slipped his card and a cheque for \$1,500.

ACCENT ON THE MASCULINE NOTE

Another singularity! They belonged, the whole lot of them, to the two-fisted, upstanding, adventurous type. There was not so much as a trace of the gigolo or effeminate or epicene about them. That was a type (unknown in the society of that time) which was imposed upon us, somewhat later, by Europe. The greatest cotillion leader of the 'Nineties was Elisha Dyer. And no more saturated solution of male could be found in a day's journey—athletic, witty, and extraordinarily popular with the men of his day. Such men were, in short, the modern equivalents of Rostand's cadets of Gascoigne, ready, at the drop of a hat, for any hazard, a fox-hunt, a flirtation, a fracas, or a fist fight.

An example! A fight was arranged between two popular clubmen of the time—Sydney Smith and Dan Shay. Some of Mr. Smith's friends in the Union Club, with proper formality, arrived at the battle-field in four-in-hand coaches, only to see him demolish his adversary in a single round.

Hallett Borrowe, fighting a duel with Coleman Drayton, smoked cigarettes between his volleys.

A young man about town—Basil Ricketts—fancying his prowess with the gloves, offered some wagers that he could whip any waiter in Jack's Restaurant. Three members of the Union Club, knowing George Case, the captain of Jack's famous flying battalion of waiters (whom they had frequently seen in violent action), accepted the young man's wagers and arranged a bout in a deserted stable next to what is now the Harvard Club. Result! Mr. Case's fame as a bouncer and the pocketbooks of his backers—Mr. Andrew Sage in particular—were both materially augmented.

While they were a little more at home with men of their own type, they were also endowed with an uncanny understanding of the natures of cabmen, prize-fighters, policemen, waiters, book-makers, and collectors. An example! Calling on "Newt" Eustis, one of

MEN ABOUT TOWN

(Continued from page 154) the most popular members of the group, I found him indisposed and in bed. Beside him, near the window, was a bearded man, who, with a brandy and soda before him, was reading aloud to Mr. Eustis from the pages of the *Pink 'Un*, or *Sporting Times*. It developed that the stranger was a bill-collector from Rock, a tailor of great renown.

Another singular talent of those men was that they were quite as agreeable and beguiling, when dining with the more austere hostesses of their day, as they were, later in the evening, over a pint of champagne in the Cork Room at Koster and Bial's, in the days of Carmencita, or when supping in the "swamp" at the Hotel Imperial, with such diverse and diverting ladies of the theatre as Jennie Joyce, Josephine Hall, Adele Ritchie, Bonnie Maginn, Pauline Hall, Fannie Ward, Della Fox, Edna Wallace Hopper, and Nina Farrington, or the younger novitiates then appearing in "Adonis," "Esmeralda," "1492," "Evangeline," or the never failing "Erminie."

Some of the group were wits of a high order, following in the tradition of W. R. Travers, the great wit of the 'Eighties. Indeed it would be impossible to find, in any social club to-day, a group of raconteurs and wits comparable to those that daily forgathered in the lounge of the old Knickerbocker Club, then at Fifth Avenue and Thirty-Second Street—a little band that included such masters of the *mot juste* as Ned Bulkley, Prescott Lawrence, Duncan Cameron, Newt Eustis, and Blair Painter. To that group, too, we must add an original and magnetic figure—Oliver H. P. Belmont (coachman, wit, collector of armour, and man of the world), whose father and mother had been, indubitably, during the run of the 'Eighties the most important social figures in New York.

They took the matter of membership in their clubs very seriously indeed. A young man, employed in a brokerage office, was asked by his employer—a good deal of a vulgarian—to write a letter in regard to his candidacy at the Calumet, the young man's favourite club. The Committee there soon received the following letter:

"Gentlemen:

In writing this letter concerning the candidacy of Mr. L. F. T. . . . for our Club, I beg to inform you that, so far as I have observed, his only qualification for membership is his sex.

Very respectfully, etc."

THE LIFE OF EASE

As a rule, such smart and eligible men of the day as had private means followed no fixed vocations. Far from being a disgrace, in the run of the 'Nineties, it was actually thought the correct and sensible thing to do for men of private means to live a care-free life. Such men, rather than slave at the task of adding to their fortunes, preferred to frequent the theatres, clubs, and race-tracks, show their horses in the ring, follow the hounds on Long Island, sit in the blinds at Montauk and Havre de Grace, or shoot quail at Thomasville and pheasants on Gardiner's Island. They sometimes lived on a yacht at Newport, played polo at

Meadowbrook, called, very formally, on the belles of the day, drove their four-in-hands on Fifth Avenue, lunched at Claremont, dined at Solari's, with dubious young ladies, danced at the Patriarchs or Assemblies, had breakfast at Jack's, and, in the interims, pleasantly and colourfully decorated the lounges and billiard-rooms of the Union, Knickerbocker, and Racquet Clubs, in which they sought shelter against the banalities and ineptitudes of a trade-ridden world.

An example! There was a family in New York who were not only bankers and merchants of renown, but people of consequence in the social world. Just before the 'Nineties, one of the younger members of the clan had entered his father's house of business. A day came when he was ordered to carry a handful of boxes up four flights of stairs. In the course of his ascending transit, the boxes fell promiscuously on the stairway. Gathering them up, a little heatedly, he threw them all down a convenient well. He then descended the stairs, collected the personal papers from his desk, put on his hat, and bade a formal farewell to his three brothers, who had already been admitted as partners in the firm. "If any of you want to see me again," he said, "you'll have to look north of Canal Street. I have decided that every family like ours should support at least one gentleman." It was not very long before C. Oliver Iselin—the fed-up young merchant in question—had become a huntsman of renown and the best-known yachtsman in America.

THEY WERE OUTSTANDING SPORTSMEN

They were, taking it all in all, the greatest sportsmen the country has ever known; amateurs of so high an order that we can trace to them our best traditions in sport.

Let us begin with lawn-tennis, a game that they not only made fashionable at Newport, but popular in the country at large. It was men like Harry Slocum, Livy Beeckman, Ollie Campbell, Ford and Bob Huntington, Bob Wrenn, Billy Larned, and Dick Stevens who, whether at Newport, Lenox, Longwood, or Hoboken, established (as a sport for all conditions of men) what Dr. Dwight, Cecil Haven, and Richard Sears had previously thought of, at Nahant, as a game devised for the rich and the few.

In the same way, the first court-tennis court in America was built, at Newport, by men of their type. It became the progenitor of others the country over, including that at Lakewood, which was to sire Jay Gould, the greatest court-tennis player of all time.

Some of them were boxers of high renown, and dominated the amateur prize-ring of their day. I have, particularly, in mind such aggressive and colourful figures as Charlie and Hermann Oelrichs, Ned Smith, Charlie Coster, and Sydney Smith.

They swam—Willie Burden, Jimmy Cutting, Bob Ralston, Charlie Penrose, Dave Barnes, and Hermann Oelrichs, among them—from Newport to Narragansett, a distance of just under ten miles.

Coaching and four-in-hand driving became, under the magical hands of Reggie (Continued on page 155)

it's a
Lily of France



The new Lily of France Duo-Settes and Step-ins are designed with balanced curve control — to harmonize your bust, your waist, your hips into a completely beautiful figure.

Duo-Sette
made only by
Lily of France
and
Mme. Irene

FEATURED AT BETTER STORES \$10 to \$50

CANDIDLY SPEAKING:

Miss Swank
MAN-TAILORED PAJAMAS

fit into any
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For sleeping, for lounging,
for your most delightfully
casual moments, you'll
adore these magnificent
pajamas. They're new as
tomorrow . . . exciting, ex-
clusive, exquisite! They're
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as a complement to your
own good taste . . . to make
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—though they're really sur-
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to you. At your favorite
store, or write Miss
Swank, 112 Madison
Avenue, New York.

IT'S SMART TO BE

Swank

MEN ABOUT TOWN

(Continued from page 155) Rives, DeLancey Kane, Fred Bronson, Willie Tiffany, and Frank Underhill, a sport demanding not only stamina and daring, but an extraordinary degree of finesse.

As a class, they thought so well of fighting for what, in their code of honour, they placed above their personal fate and fortune that, in the Spanish War, nine members of the Knickerbocker Club were in a single troop of Colonel Roosevelt's Rough Riders.

When, in 1891, golf was introduced to America, it was the fashionable men about town who, at Newport and Southampton, gave the game its first renown, who earliest excelled in it, and who first offered cups and prizes for proficiency in the game. Without the prestige and leadership of such men as Willie Sands, Winthrop Rutherford, Herbert Harriman, Victor Sorchan, Willie Lawrence, and Theodore Havemeyer—not to mention Charlie MacDonald and Jim Whigham (who, a little later, triumphed as champions)—golf might never have become the national pastime it is to-day.

POLO AND THE HORSE

Polo could hardly have taken such deep roots here had it not been for men like Tom Hitchcock, the elder, Bus Baldwin, Harry Whitney, Joe Stevens, Dolph Agassiz, Johnnie Cowdin, the two Waterburys, Foxhall Keene, Dick Peters, and Ned Potter, who, whether at Newport, Westchester, or Meadowbrook, impregnated the sport with so definite a social cachet.

Horse-racing, as a sport, might well, in the early 'Nineties, have become dominated by book-makers, touts, trainers, and professional breeders, had not the Belmonts, Cassatts, Lorillards, Thompsons, Vanderbilts, and Whitneys resolved to make it what it has always been in England—if not entirely the sport of kings, at least the sport of gentlemen.

Hockey, too, attained much of its popularity in America because a group of fashionable young men, headed by Bob Wrenn, Billy Larned, Erskine Hewitt, Malcolm Chase, Edward Crowninshield, and Harry Slocum, with the help of their well-to-do friends, first built the Saint Nicholas Skating Rink and then organized, and became members of, the earliest accredited hockey team in New York.

It was Henry I. Barbey who, having first shown the game of bridge to the clubmen at Pau, in France, brought it to America and introduced it to his friends at the Union Club. The game acquired such social prestige that it gradually permeated all the walks of society.

The present vogue for yachting is due largely to the men of that group: to C. Oliver Iselin, in particular, the managing owner and captain of four defenders of the America's Cup (one of which "repeated"), *Vigilant*, *Defender*, *Columbia*, and *Reliance*. Due principally to Oliver Iselin—and to such well-known handlers of boats as Herbert D. Leeds, E. D. Morgan, W. Butler Duncan, Newbury Thorne, and Edward A. Willard—five different challengers were sent back, cup-less, to England.

It was these men who brought—

or, rather, it was Frank Griswold who brought—to America the first pack of English hounds. Following in his train, his friends started other packs and hunt clubs. The vogue for fox-hunting was so successfully promoted by men like Tom Hitchcock, the elder, Stanley Mortimer, Ralph Ellis, Jimmie Appleton, Foxhall Keene, Fred Beach, Harry Page, Albert Stevens, Sammy Sands, Jimmie Kernochan, and a host of others that hunt clubs soon began to spring up the country over.

It is due to the example of such expert guns and all-around sportsmen as Harry Whitney, Ed Smith, Clary Mackay, the Thompsons (Lew and Willie), the Sages (Heff and Andy), and the Dolans (Yale and Clary) that shooting clubs were organized in North Carolina, Georgia, Maryland, Long Island, and elsewhere.

There is a final point to be made about their sportsmanship. Many of them, too old for active participation in sport, still gave freely of their means in order to further and support it. W. K. Vanderbilt was a shining example of prodigality in such giving, once the cause appealed to him. He, like other of his friends, helped in building cup defenders; supporting horse-shows, coaching, horse-racing, and polo.

THEIR SOCIAL BACKGROUND

It is, of course, difficult to-day to envisage correctly that engaging group of figures without an intimate knowledge of the social fabric into which they were so inextricably woven. But a few minor and unrelated episodes may help to illustrate the singularly formalized life of the time and to make those men about town a little more credible.

For one thing, no cocktails were ever served in a private house. No smoking was permitted at dinners until the gentlemen had finished their port and Madeira. No women smoked at all. Six wine-glasses were at every plate. The footmen wore corded waistcoats and black silk knee-breeches. Dinner calls were obligatory. To call a lady on the telephone was deemed an act bordering on rudeness.

Hostesses, giving a dance, whether at Delmonico's or in their own houses, were thought niggardly if they failed to serve both terrapin and canvasback duck at supper. The lancers, a quadrille, and a mazurka were features of balls in that period.

Lewis Chanler, a young man of family, position, and parts, afterward Lieutenant-Governor of New York, was severely reprimanded by an older member of his club for so far forgetting himself as to smoke a cigar, in broad daylight, on Fifth Avenue.

There were, then, no divorces among people of breeding.

When one of the great hostesses of the 'Nineties was divorced, many of the smartest women in New York felt called upon to cut, snub, and forsake her.

Frank Griswold—always a prominent figure in New York life—had ordered an English dinner-jacket in London. But he had commissioned it in black; not in wine colour, dark blue, or mulberry, as was the custom in England. When the coat arrived, he

MEN ABOUT TOWN

(Continued from page 156) first wore it to a ball at the Tuxedo Club, a domain then presided over by the renowned Pierre Lorillard, who, a little before, had won the Derby with his great horse, "Iroquois." So novel was the sight of the dinner-coat that, for want of a better name, Mr. Lorillard called it a tuxedo.

At the men's dining clubs—the Roundabout, for example, whose dinners were held at the Knickerbocker Club—tail-coats and white ties were absolutely *de rigueur*.

The best-known gambling-house in New York was owned and operated by Richard Canfield, a man who collected Chinese porcelains and the paintings of James McNeill Whistler.

But that life of formality and ceremony ended long ago. As a pageant it has grown misty with the years. The result of its vanishing was that, more and more, the term "man about town" began to connote a creature of negligible social importance, a drone in the social hive—only infesting the restaurants, theatres, night-clubs, and other places of public assembly. Slowly, inexorably, what had once been a figure of some dignity and importance became one of futility and fun.

One of the reasons for that melancholy change was that New York society, after 1900, made a complete volte-face with regard to the importance and need of regular work for men, particularly for the younger men among them. Work, indeed, soon became so much the order of the day that

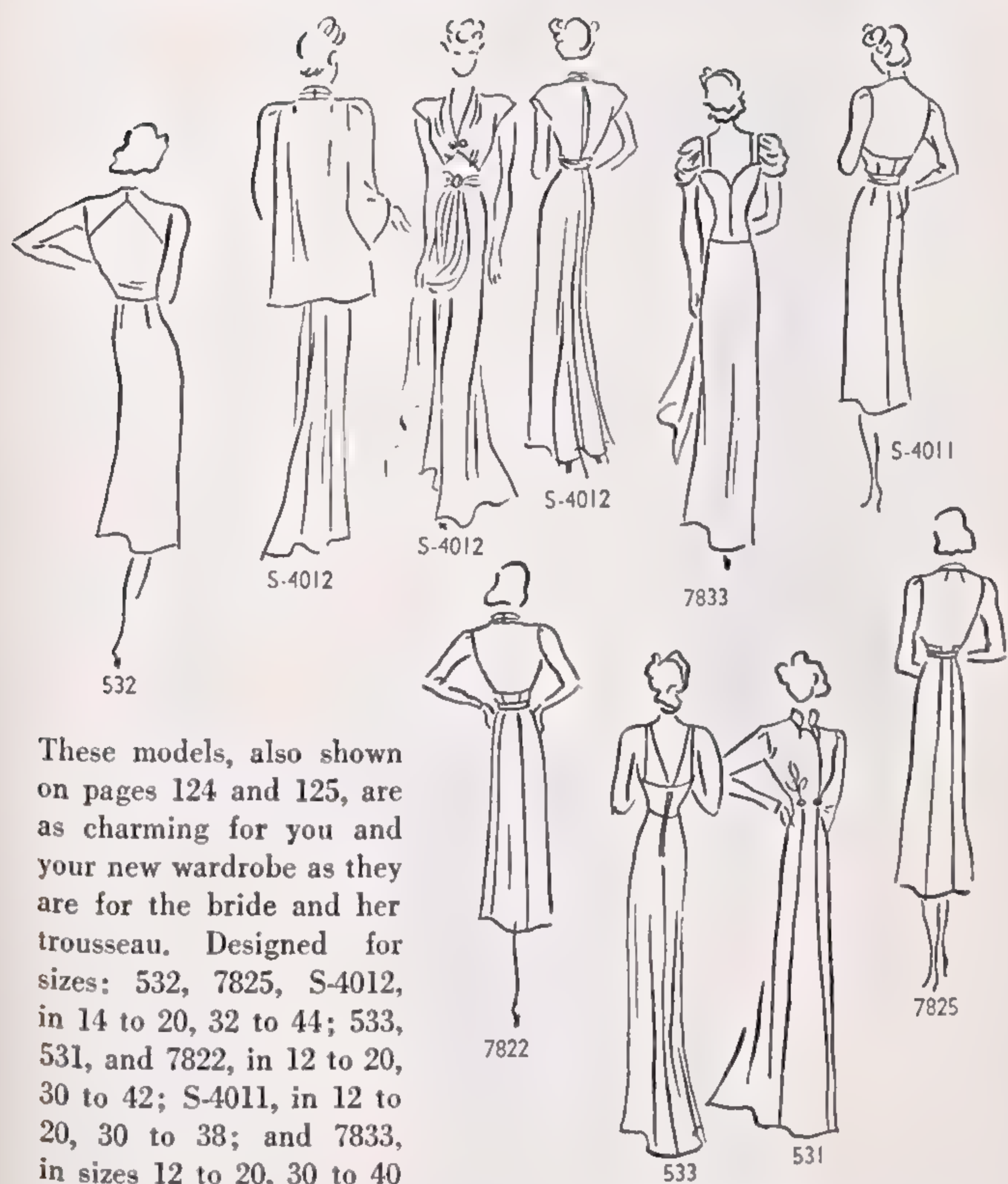
the fashionable and sought-after men in New York came to realize that, without a regular vocation, there would be no place for them under the social sun.

VANISHED

But there were other reasons for the rapid disintegration of that happy group. There was, for example, the sudden increase in the number of social clubs in New York; the equally sudden enlargement of society—Mrs. Astor's Four Hundred stretching itself, like a python, in order to absorb four thousand, to the dire distress of the astonished Ward McAllister, never really a man about town, but still Mrs. Astor's principal factotum and functionary. There was the army of *nouveaux riches* advancing on Fifth Avenue from Pittsburgh, Chicago, and Detroit; and the march of the miners from Montana, California, and Nevada. There was, too, the disintegrating influence of Mrs. Stuyvesant Fish, who had determined to kill the ceremony of society, liven its pace, and impart to it the noise, the tempo, and disquieting hurly-burly of jazz.

But the final and most tragical cause of all was that, as the result of world forces, a little too complicated to fathom, the rigid social codes by which such men had lived—their unquestioning respect for caste, tradition, and *noblesse oblige*—were, with the coming of a more mass-minded world, not only ignored, but repudiated.

DESIGNS FOR DRESSMAKING



These models, also shown on pages 124 and 125, are as charming for you and your new wardrobe as they are for the bride and her trousseau. Designed for sizes: 532, 7825, S-4012, in 14 to 20, 32 to 44; 533, 531, and 7822, in 12 to 20, 30 to 42; S-4011, in 12 to 20, 30 to 38; and 7833, in sizes 12 to 20, 30 to 40

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GAY
HAYDEN

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that FEELS as good
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This picture shows what happens when you step on a stone, a stick, an uneven surface with Perfect Eze. Notice how the magic Cushion of Comfort "gives" like a soft pillow, absorbing the shock and saving your feet from cruel punishment.





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FRENCH HOUSING PLAN



- SCHIAPARELLI puts glittering paillette sleeves on the first pyjamas at the left—draped ones of black crêpe
- SCHIAPARELLI also did the second pair—green pyjamas with a dramatic red velvet jacket lavishly embroidered



- YRANDE chooses a manish grey flannel for a tailored house-coat, then lines it with brocaded silk in a deep red
- LANVIN puts a basque bodice of cool green chiffon over a white chiffon skirt for the tea-gown at the right



- MAINBOCHER introduced fur house-coats in his current Collection—a charming idea for you brides. This is of imitation nutria, short-sleeved, worn over a gold lamé slip



- MOLYNEUX made this regal negligé of purple velvet. It zips all the way from the hem to the cascade of flowers
- SCHIAPARELLI unexpectedly puts a huge coral bead tassel on the slide fastening of this white brocade negligé

DICTIONARY OF NEW EXPRESSIONS

BEURRE FRAIS—A new butter-yellow, introduced by Heim.

BOLDINI—Paris' pet portrait-painter—in the 1900's—who gave ladies all the allure that is associated with that big-hat, high-heeled, chez-Maxim era.

BRACKEN-BROWN—Mainbocher's favourite shade of brown with a black cast to it.

BUSTLE BACKS—An exaggerated expression for a slight fulness in women's skirts, jutting out from the last vertebra.

CARDIGAN BODICES—Hip-length, tube-like, beltless bodices buttoning down the front.

CAPULET HOODS—Heim's tribute to Shakespeare's "Romeo and Juliet"—fur hoods on fabric or fur coats. Lanvin, Schiaparelli, Mainbocher, Vionnet, et al., also use these hoods.

CHEF'S HATS—Our name for Schiaparelli's wide brims that shoot straight up in the air in ripples.

DAMASK-RED—Mainbocher's dark red shot with black.

DÉRAIN-GREEN—Molyneux's soft green—like a dark version of the almond-green much used by Dérain, the painter.

DIRECTOIRE—That period when Napoleon was still General, and women wore very low-necked, high-waisted dresses.

ENCRE DE CHINE—(India-ink) Mainbocher's dull black.

FLAT DIAPHRAGMS—Chanel's greatest interest.

GEORGIAN-GREEN—Mainbocher's green with a black cast.

MADAME RÉCAMIER—A beautiful lady of the Directoire and Empire made immortal by the artist David, who had the genius to paint her barefooted while lying on a *chaise longue* in a Directoire gown.

PAILLETES—Those small glittering disks that have fallen on Paris like a plague of locusts. They are sewn on fabric and lie flat like fish-scales.

PANNIER SKIRTS—Basket-like skirts shooting out from the waist (sometimes wired), giving an exaggerated swing to the hips.

PASSION-RED—Mainbocher's red, tinged with yellow.

SARONG—A long wide piece of fabric worn around the waist—the ends hanging in front—by South Sea Islanders and natives of the West Indies. Schiaparelli uses them effectively on evening dresses.

SCHEHERAZADE—A beauty of the *Arabian Nights* brought into the limelight by Lanvin and Schiaparelli clothes.

SEQUIN—A big glittery disk, the size of a nickel, that hangs loose-caught by a thread. Really a glorified paillette.

SHOCKING-PINK—Schiaparelli's favourite shade of bright purplish pink—you may call it candy.

SLEEVE PROTECTORS—Clerks wear sateen ones to keep from wearing out their sleeves. Schiaparelli shows Chinese embroidered ones just for fun—Lanvin shows them in multicoloured velvet to wear with evening dresses.

VELASQUEZ—A Spanish painter of the seventeenth century who painted long-chinned, aristocratic Spanish ladies with tight bodices and skirts that stood out wide on the sides.

VIN ROSÉ—Heim's faint shade of rose.

VITRAIL—Mainbocher's vests of paillettes—like stained-glass windows.

WATTEAU—France's pride and joy of the eighteenth century, who painted *Fêtes Champêtres* full of ladies dressed in rich, long satin dresses with fulness in back.



THANK your own, your native land for this superb new tweed. It takes the craftsmanship of Yankee weavers—the softness and warmth of fine wool—the silky texture and extraordinary durability of Angora to produce Keniston Tweed. In coats and suits with beautiful tailoring at moderate prices. To find the stores where this model may be bought, write J. P. Stevens & Co., Inc., 261 Fifth Avenue, New York City.

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this new Virginia Art handbag
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this Autumn. A roomy, frameless bag ac-
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broader base so it can stand by itself, its
crisp tailoring makes it the perfect comple-
ment to your first town suit for Fall wear.

Look for the little gilt sign in the lining

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EXTRA! — EVENING EDITION



Play up a simple, strict eve-
ning dress with unusual san-
dals—such as this, of black-
and-white enamelled satin,
with a slight Chinese flavour.
The long black satin strap
climbs high around the ankle,
loops over, and carefully
tucks under. Bonwit Teller



Brighten up the night with a
sparkling evening bag—this
one's of mesh, with a con-
stellation of multicoloured
stones. Whiting and Davis
makes it, and a Talon fasten-
er seals in your worldly
goods. For almost any eve-
ning dress. Franklin Simon



The golden touch—a gold
kid evening bag designed by
Koret, draped and darted as
meticulously as the evening
dress with which you'll carry
it. Your own initials, in
bright, winking stones, line
up across the front flap. You'll
find this bag at Bonwit Teller



A coquettishly flowered eve-
ning slipper of lamé brocade,
with latticework over the
front, which opens to reveal
the tip of your toe. The white
satin back may be dyed any
colour to match your new eve-
ning dress. You may find
this pump at Bonwit Teller

ANDERSEN

MEXICANA

By Betty Sturges Field



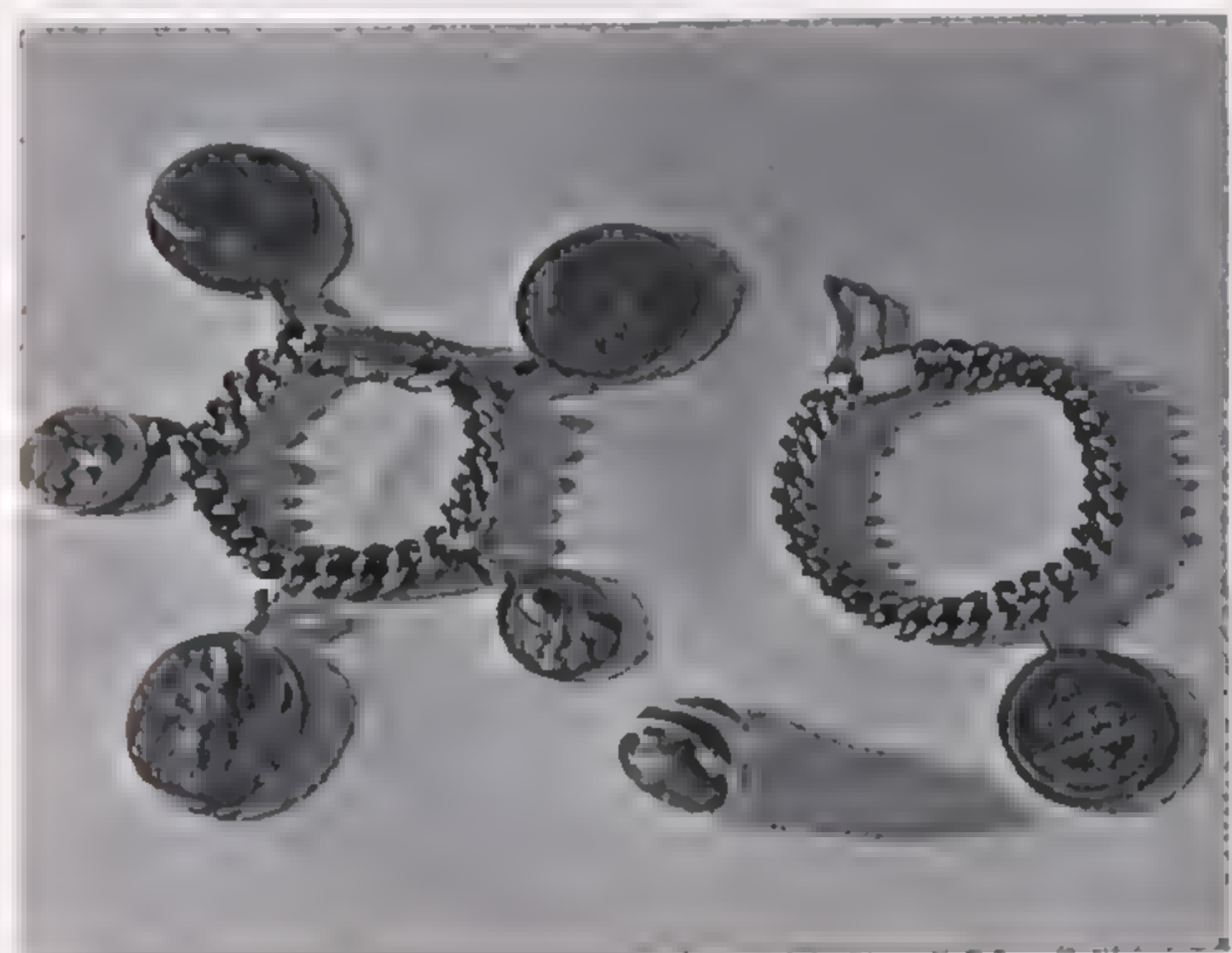
A jadite necklace from an Aztec tomb; a necklace of silver fish; and an amulet bracelet

TAKE a full purse to Mexico when you go. Keep your ears open for the rumour of unburied treasure, the whisper of "jewels for sale." Give your imagination full wing and discover your own capacity for finding four-leaf clovers.

It is not easy to buy well in Mexico—yet one buys all the time. Enjoy the first day tourist fashion. Fall into the trap. Buy grotesque hats, flamboyant baskets, gold fish from the street hawker who holds them aloft in their little bowl, candies from the sidewalk, lottery tickets through the taxi window. Do not thwart your lust for fresh flowers. In the market of San Juan, gorge on violets, camellias, tuberose, heavily tropic-scented. Fill your bathtub.

But your second day, or whenever you present your letters of introduction, start asking your hostess' advice about what to buy. (There are few countries where advice is as helpful as in Mexico.) At first, you may think there is little that you covet. Your own hats, accessories, and jewels will amuse your hostess so much that she will probably want to have them copied, or to buy them outright (mine bought my bracelet, while I bought her ring). But notice carefully what she has done with native things, how she has used them in her house; you'll want to copy *them*—or find duplicates of them to take home.

Mexico is, to-day, in very much the same state as Russia after the Revolution; with the confiscation of the great properties and fortunes, many of the impoverished nobility are being forced to sell their possessions. Keep your ears open for rumours of unburied treasure—listen for exciting *sotto voce* leads like these: "She has a wedding-dress...six layers of lace...point d'Angleterre...nine hundred pesos...." "Mr. X has a fine El Greco...lying around down in the cellar...." "She sat in a convent for three years working on this piece of embroidery...her family prayed that the work would bore her (Continued on page 162)



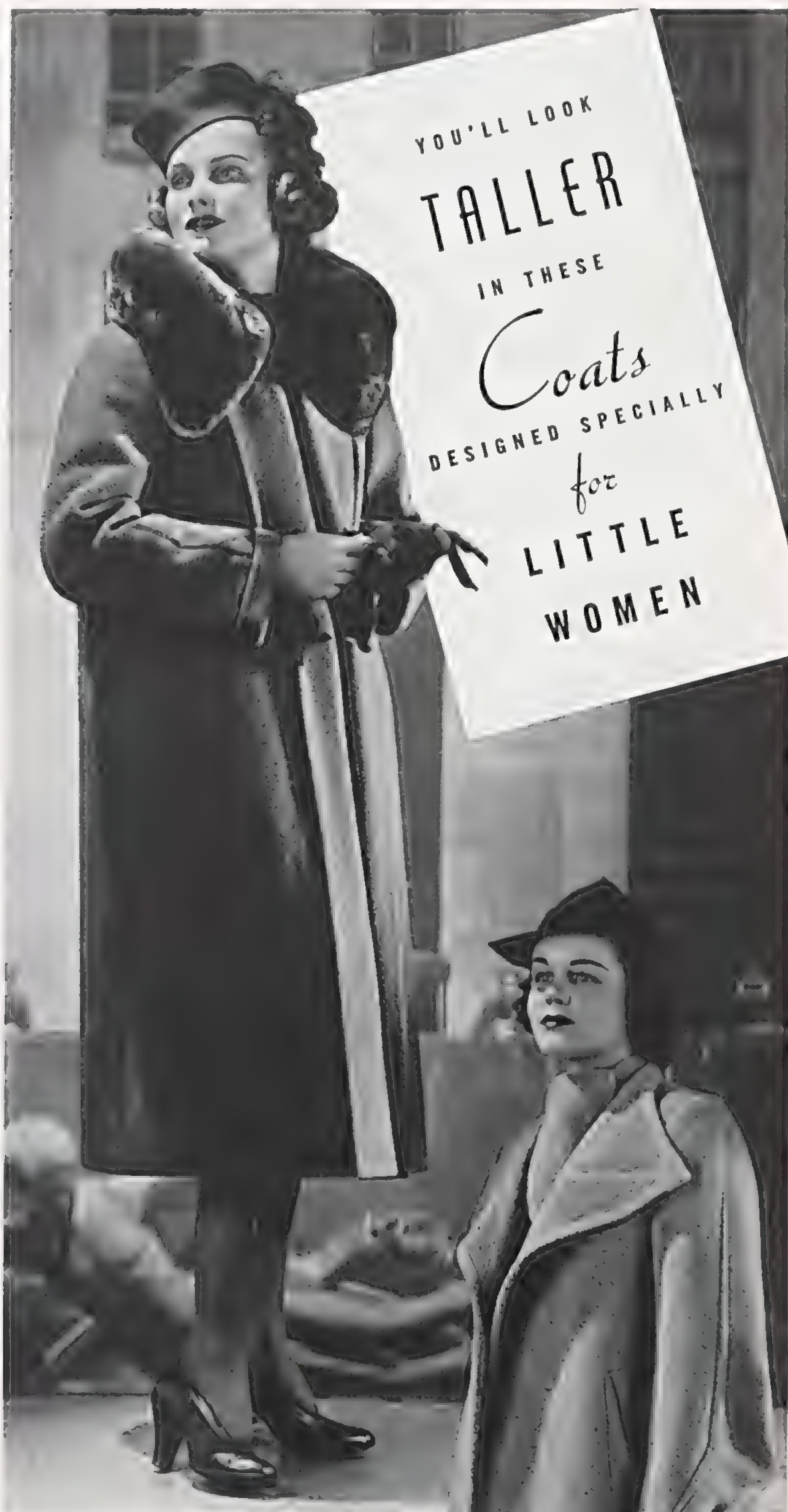
Two bracelets—one strung with saints' medals, the other with a rare Guadalupe 1817 medal

KENISTON *Tweed*

YOU'D never expect such superlative quality at this price; you'd certainly never expect anything so divinely soft as Keniston Tweed to wear like iron. Left: Princess reefer, bound with leather and gored to give you a stunning figure—37.50. Matching skirt—10.00. Right: Classic *tailleur* individualized by unusual pockets and belt—jacket lined with Duchess satin—35.00. Black, Wine, Scot Green, Brown. 12-20.

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LINED WITH
DUCHESS

MEXICANA



Brooches of Acapulco: mother-of-pearl horses and a scurrying rabbit

(Continued from page 161) so that it would break her endurance, that she would give up her desire to become a nun... but she finished it, and became a nun after all...."

At one dinner, I was somewhat surprised when a charming stranger remarked, as he said good-bye, "I must try to find you a Virgin of Guadalupe." I knew of the legend, of course; but not of the fact that an eighteenth-century artist, inspired by the legend, had struck off a limited number of medals commemorating it. Or that these medals, made of the purest gold—heavy, but marvellously thin—have always been worn by ladies of good family, on bracelets or necklaces, and have become very rare indeed. There is a waiting-list for them at nearly every antique shop—waiting for the time when some lady, hard-pressed for cash, will part with her cherished medal. (One friend of mine, on the first day after her arrival, started on a search for the Virgin of Guadalupe medal; paused in front of an antique shop; went in, on a hunch; and found two of the medals that the shop had acquired an hour before.)

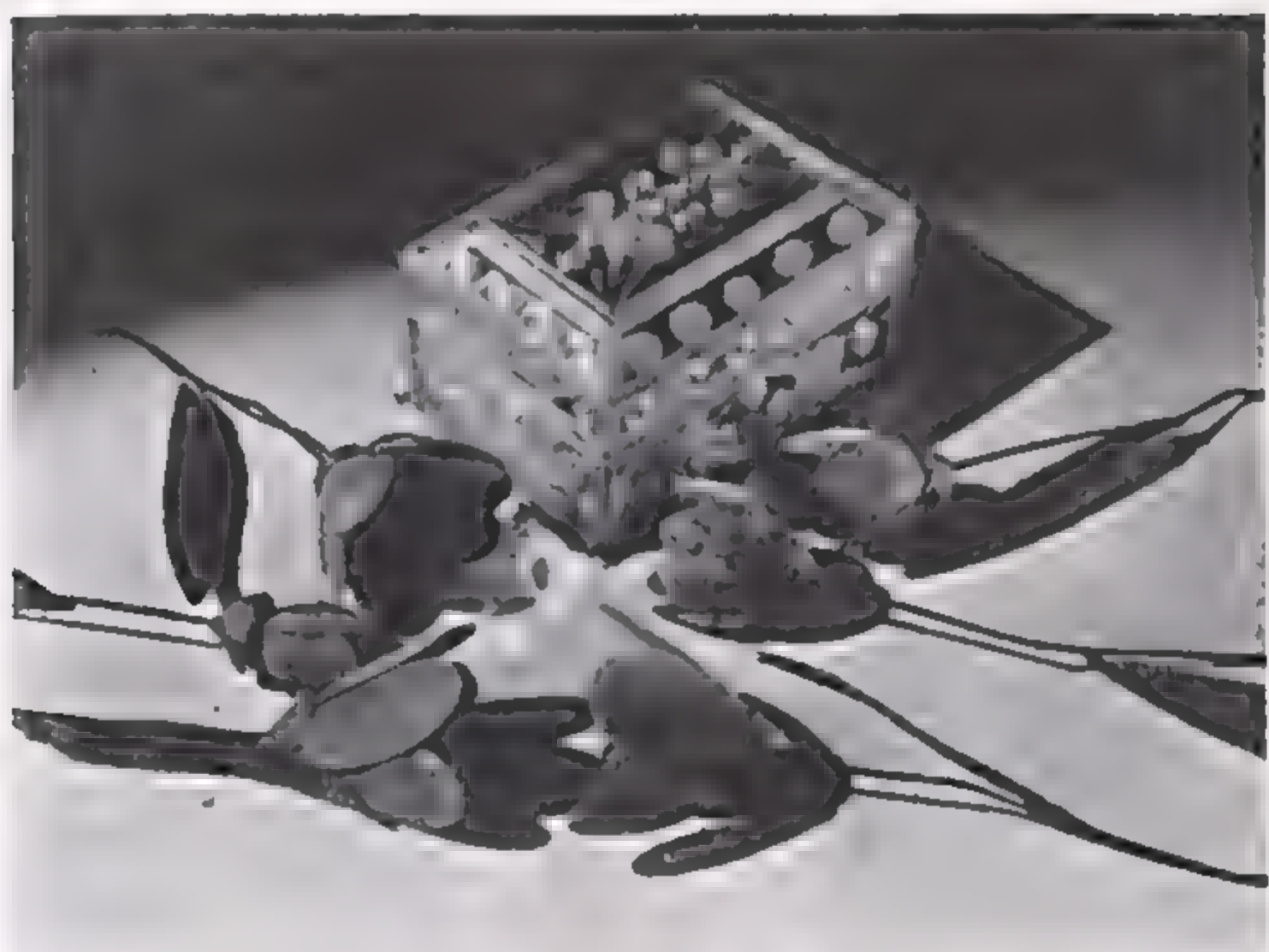
After the first flush of shopping in Mexico, your eye will rapidly become more discerning. You'll learn to ignore serapes, rugs, painted trays; to look, instead, for something like the Spanish rococo box that I found, encrusted with crystal. Or the tiny silver and turquoise boxes designed by Fred Davis, just big enough for forty seed-pearls—or three aspirin tablets. (I bought six of these boxes, and wish I had fifty more.) All Mexican boxes seem to have a romantic appeal—dating, perhaps, from the great triple-locked chests in which the King of Spain used to send gold to his Viceroy in Mexico. For fear that somebody in this New World would make off with the gold, the chests were so designed that it required three different key-bearers to unlock them at the same time. (Continued on page 164)



NELSON

This belt was once the brass-studded harness of yellow leather worn by a Mexican burro

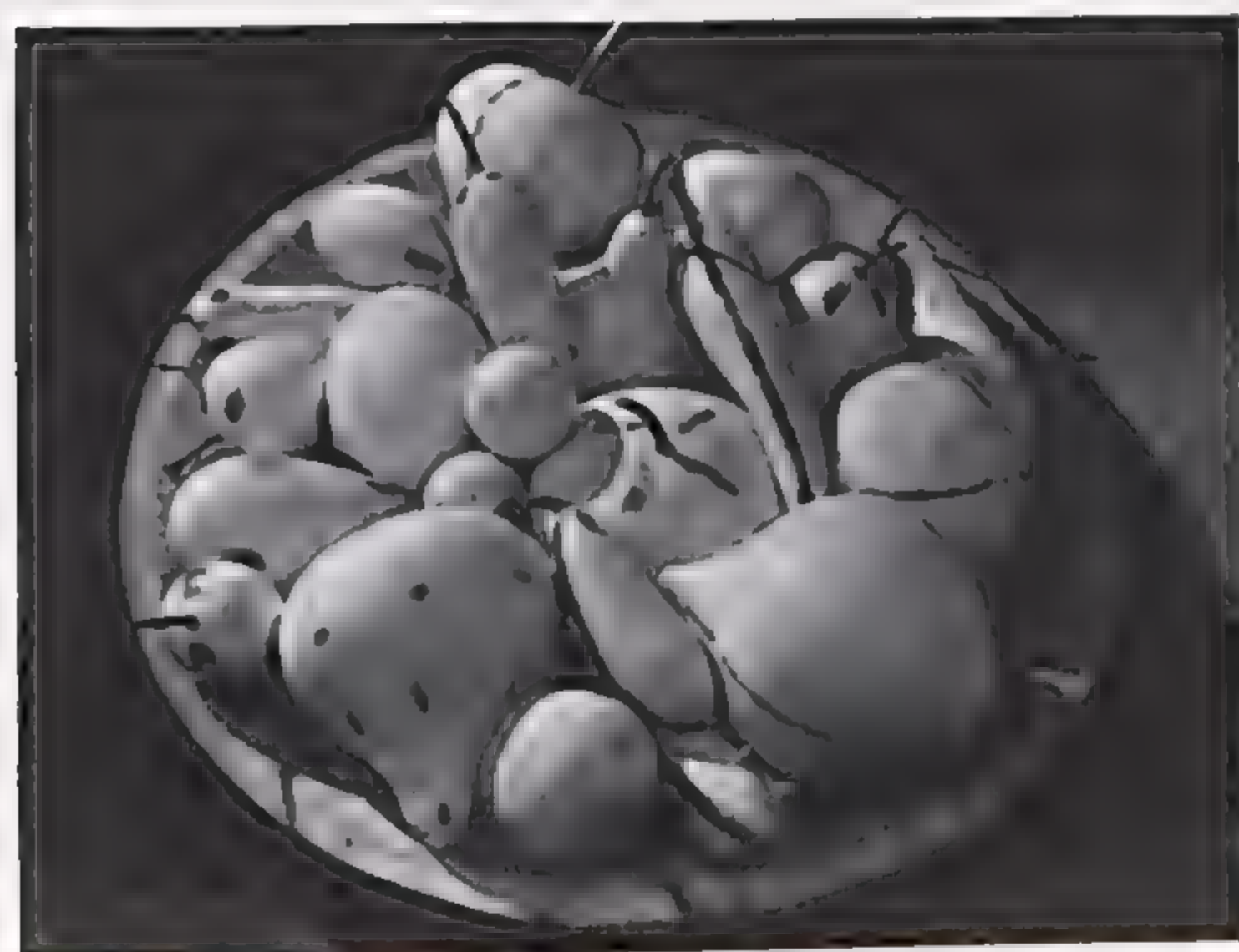
MEXICANA



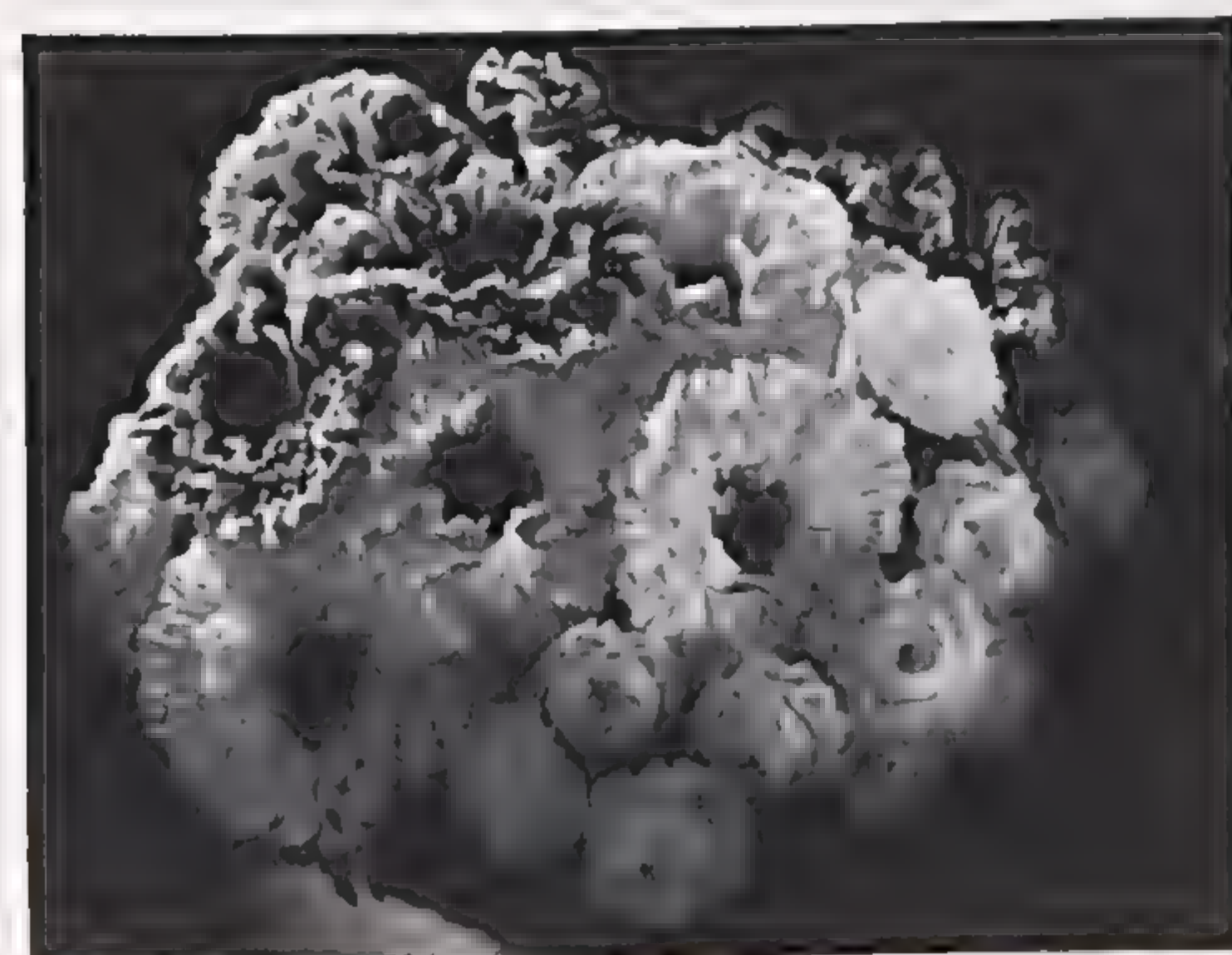
In the market-place of Acapulco, look for these lovely pink shell flowers. From Guadalajara came the beautiful spun-glass box. Mexican boxes have a romantic appeal dating back to the old Spanish chests



In Guadalajara, a master tin craftsman, named Jesus, makes these arrogant tin roosters. The silver make-up box, etched with your name; the rococo crystal box; the amber Venetian glass decanter are more finds



Mexican gourds, lacquered white with a flesh-pink bloom, are to be found anywhere in the plaza at Acapulco. They make a very modern and new centre-piece when grouped in a low blond wood bowl



Roses and huge exotic poppies—red, purple, yellow, pink, white—such as you see on altars and behind the peasants' ears. Only when you're home again will you realize how grossly exaggerated they are



Hat by Delle Donne, Inc.

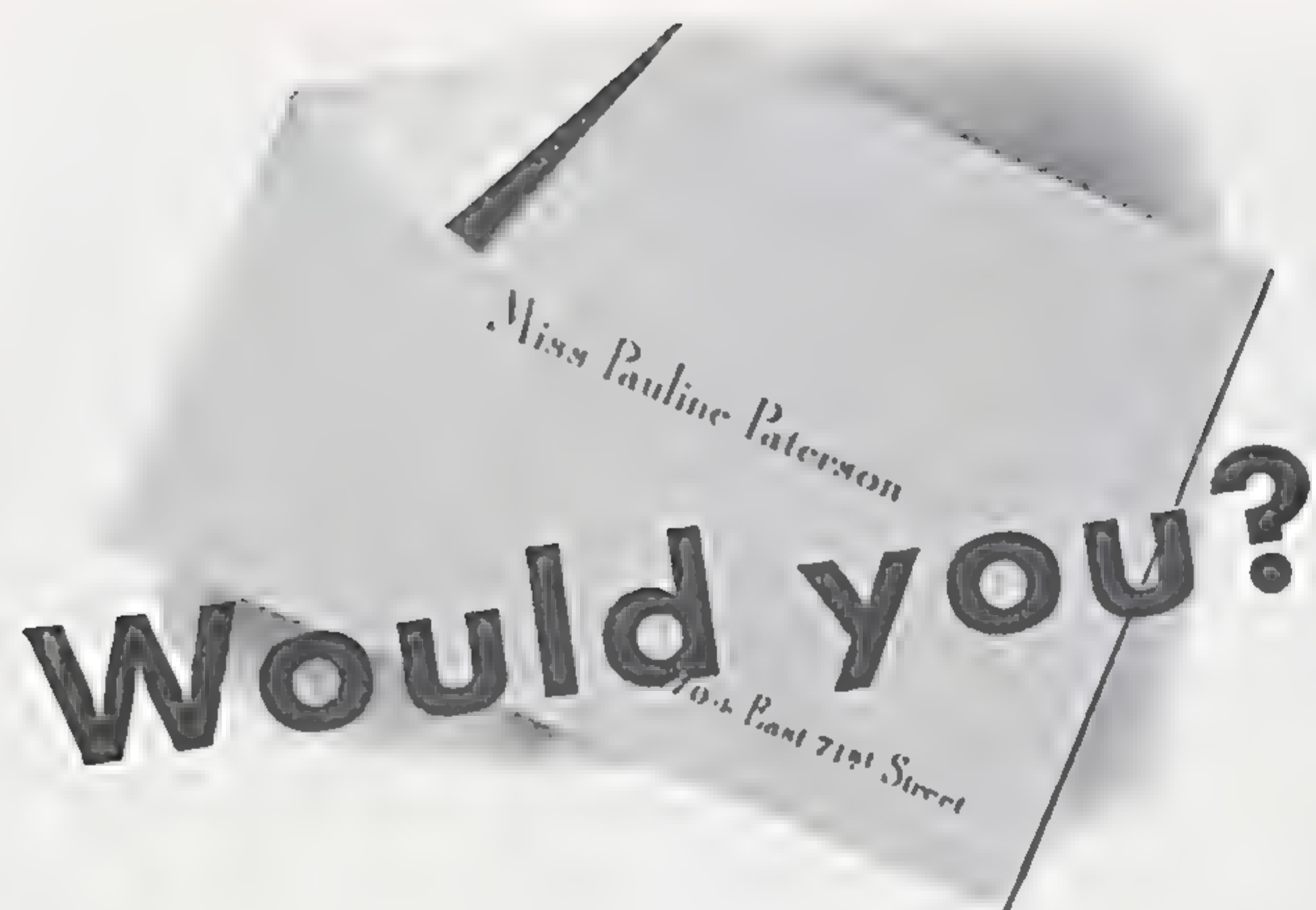
THE DRESS
OF THE MONTH
IN *Celanese*

*Reg. U. S. Pat. Off.

All around tuckery as Schiaparelli dares it (permanently stitched so it won't come out). A grand dress for dancing after the game . . . A whirling, slender *Mataloy* Fashion with leather accents on tie and belt. Perfectly expressed in Crepe Faillanese of Celanese . . . a fabric of character whose rich resilience keeps a dress looking eternally new. In parsley green, king blue, Corsican red, or black. Sizes 12 to 20. **\$25**

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KANE-WEILL, INC., 498 SEVENTH AVENUE, NEW YORK



- Turn down the corner of a visiting card?
- Send reminder cards to your dinner guests?
- Place wine glasses in a straight line?
- Invite chaperones for a débutante theatre party?
- Speak of your friends as ladies?
- Send engraved announcements of your engagement?
- Know about caudle?
- Put ash trays on the table at a formal dinner?

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V 10-1-37

MEXICANA

(Continued from page 162) If you like barbaric jewellery, buy a necklace of jadite stones dug from an ancient Aztec tomb and strung between heavy silver beads; or a bracelet of a jadite amulet set in silver. Go to Puebla, and try to think how you can use some of the beautiful glazed tiles in your country house.

Don't miss the market at Toluca, two hours back in the mountains from Mexico City. Try fried cactus; buy a charm from the witch-doctor who sells magic feathers that are supposed to cure eye-trouble; buy magenta-striped cotton, for shirts, from the thousand wares spread out on the ground in brilliant masses of colour. We bought gaudy necklaces of Christmas-tree glass beads—green, gold, cerise, and silver—, sewed ribbons to match on each end, and twisted them in pairs round our necks.

We stayed at a great hacienda near-by, and came away laden with bedspreads made by one of the village women—of wool shorn from her own sheep, embroidered in heavy cross-stitch, with yellow flowers on red, white on green, blue on white, for about fifty pesos each. In Iguala, we stopped long enough to buy saucer-shaped hats of yellow straw—the most beautifully shaped of all Mexican hats—for about two pesos each.

In Cuernavaca, we heard of a beautiful English lady who had retained the traditional English complexion with her own secret cream, one ingredient of which was turtle oil shipped all the way from Madagascar. We bought some, of course; but even better was the brass-studded harness of yellow leather we bought from a little boy riding a burro along the road, and which one member of our party now wears as a belt.

In Acapulco, we bought mother-of-pearl horses made into brooches, for a peso each; gourds lacquered white with a flesh-pink bloom; baskets of sea-shells and shell flowers with fragile pink petals, all in the Plaza. Further down the street, we had our feet drawn on paper for made-to-order sandals of white leather, which were ready the same evening. In the Seven Seas Bar, we fingered a thousand-dollar black pearl that Bolton Malory had in his hip-pocket.... It is said that a black pearl worth forty-five thousand dollars was once found off these shores.

In Guadalajara, there is a man named Jesus who is considered the master craftsman of tin. (You can see his roosters, with flaunting tin feather tails, on page 163.) Outside his shop sits a little boy, placidly whittling a horse out of wood. He is a lazy little boy; he only finishes about three horses a year; yet his was the original model from which most modern pottery horses are fashioned. (His horses' tails are made out of real horsehair.) From Patzcuaro, in the lake country, came my fish necklace—silver fish strung between red beads.

One never seems to finish buying. As I was packing to leave, a friend telephoned to ask if I would like two beautiful topazes—they were going for a song, but I would have to decide at once, since somebody else who wanted them was calling at noon. I had no time to see them; no time, even, to get to the bank, but I said, "Yes—get them." They are so big that I don't know what to do with them, unless, like the Greeks, I carry them against melancholia. But they look marvellous on a table.

One rarely sees a native garden in Mexico, but one finds flowers growing in curious places. The sewers are white with calla-lilies (how Baudelaire would have loved adding that to his *Fleurs du Mal*), and flowers like fireworks, called "the hair of little angels," spring from naked trees. But don't forget the paper flowers—the amazing artificial ones, which are placed, impartially, before the altars of churches and the windows of houses of doubtful reputation. Huge exotic poppies—red, purple, yellow, screaming pink, white—and full-blown roses hang in bunches in a cellar off the market-place, so high that the woman has to get a pole to hook them down. Pack them in trunks or hat-boxes, but get lots of them. Only when you're home again will you realize how exaggerated they are; too big, but not for a vast country; too bright, but not for that tropical sun.

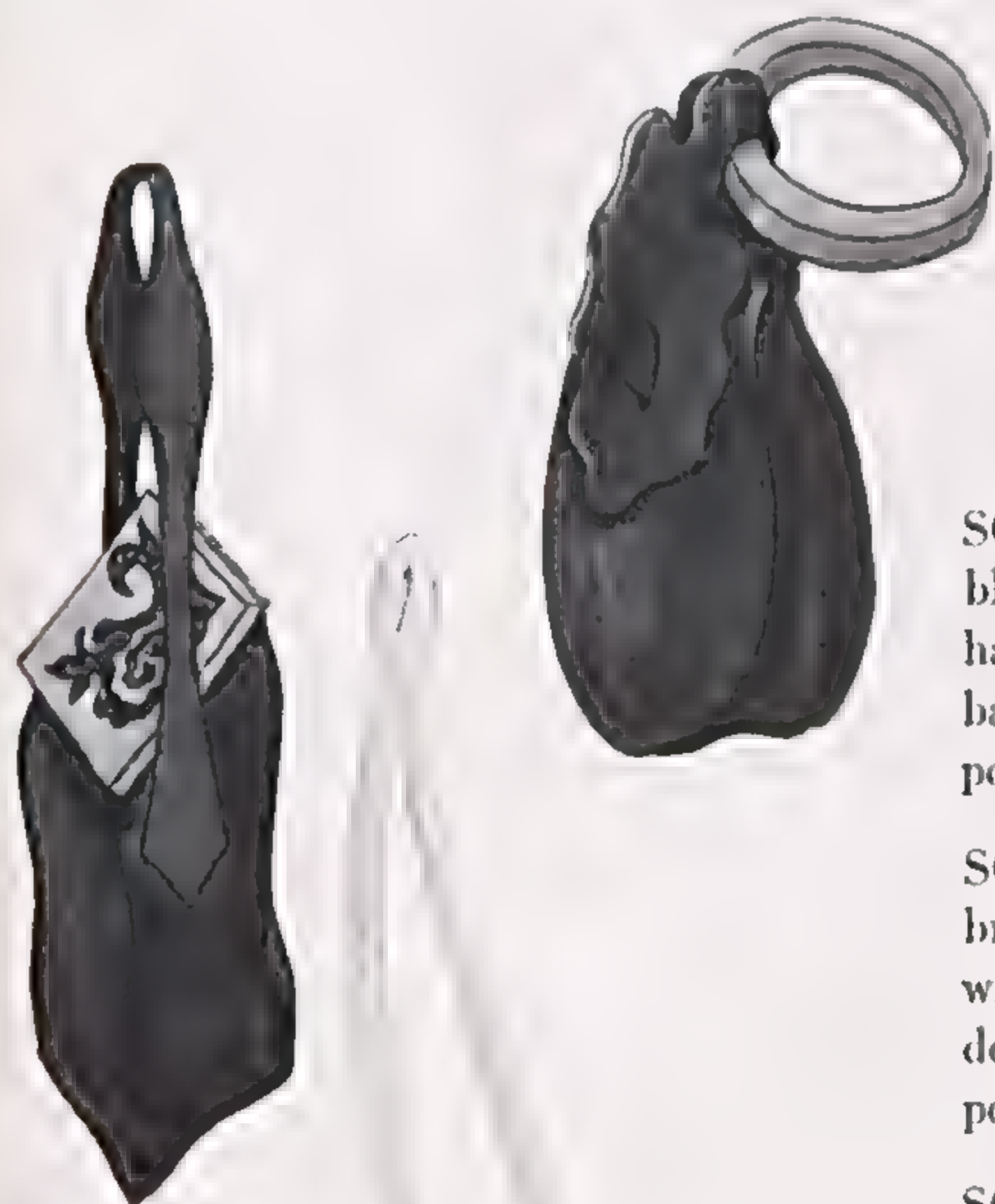
ADDENDA FROM THE PARIS OPENINGS



SCHIAPARELLI brought out this amusing bag at her Openings—a fat roll of wine box-calf, hand-stitched. Imported by Saks-Fifth Avenue

CREED'S beige antelope gloves are built on the square—finger-tips and overlays in "stagger" effect. Imported by Saks-Fifth Avenue

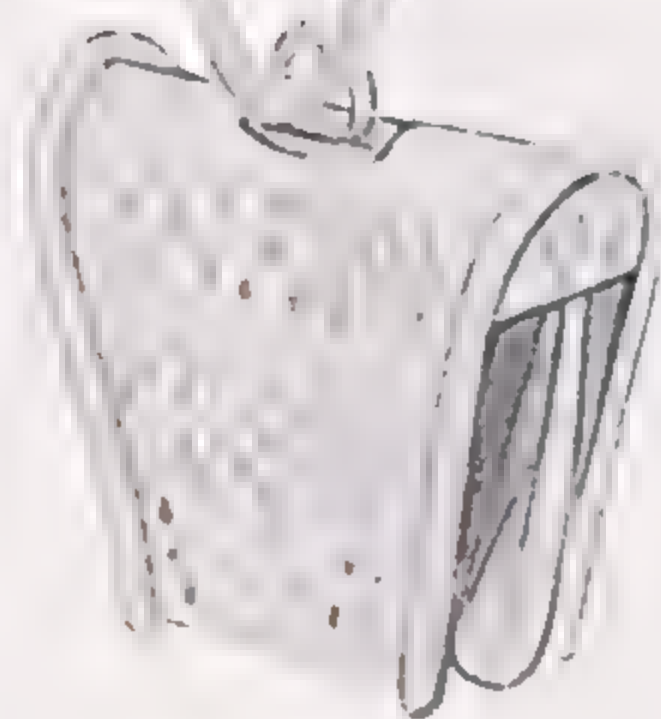
MAGGY ROUFF thought up this device for her yellow antelope gloves—a monogrammed cylinder that slips through slits near the seam



SCHIAPARELLI enlists a blue plastique circle for a handle on a wine goat-skin bag with a baroque flap. Imported by Saks-Fifth Avenue

SCHIAPARELLI again—a brown antelope pouch bag with a square plaque of decorated wood as a lid. Imported by Saks-Fifth Avenue

SCHIAPARELLI'S evening bag hangs by an outrageously long handle. It's of silver lamé, confetti-dotted. Imported by Saks-Fifth Avenue



MODEL'S bag looks almost like a window. A wooden lattice, with tortoise-shell frames "panes" of rust-coloured suède. Suède handle

SUVIANE interlocks gold metal chains for the handle of this black antelope bag, closed with a zipper. Imported by Bonwit Teller



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Designs registered F. O. G. A.

SEÑORAS OF MEXICO

(Continued from page 109) foreigners—that is to say any outsider not a Latin—, and it is seldom that they open their doors to one. If you are instantly received with open arms by Mexicans, you may be sure those arms don't belong to the right people. It would not be exaggerating to say that, in the last thirty years, no more than five American women have been taken into the inner group. Even the diplomats have to make good on their own merits. An official position is no open sesame.

Somehow, Mexicans always feel constrained with an English or American person. It may be partly the language; most of the men speak perfect English, because they have gone to one of the great English Catholic public schools, such as Stonyhurst or Beaumont, but the women, although they do speak English, are not at home in that language and prefer to stick to Spanish or French. Any Mexican gathering is sure to be bilingual, especially nowadays when there are a great many people who have spent all their lives in France and just recently returned to Mexico because of financial difficulties.

They are also a little frightened by our free-and-easy ways and find it difficult to reconcile this easy manner with our passion for punctuality and social reliability. They are completely undependable socially, accepting invitations with no idea of turning up, and it bores them to be expected to give a definite answer. Since the families are so large, most households never sit down to a meal less than ten or twelve, and it doesn't make much difference whether or not one person more or less turns up. They just can't see why we take that sort of thing seriously.

The average Mexican woman of society divides her time between home and church. Her one great amusement is the bullfight, and, during the season, she will never miss a Sunday. The same boxes and seats are subscribed for year after year just as they are at the Metropolitan in New York. Mexican women go to a polo game once in a while, and a few play tennis.

The younger element has taken up golf with fervour. Tuesdays, Thursdays, Saturdays, and Sundays, the golf club is crowded with all the young girls and men chasing a ball madly around the course. Several of them have turned out to be top-notch players, but even the dubs love the game and never miss an opportunity to play. This enthusiasm may be due partly to the fact that it is the only chance that girls have of going out unchaperoned. For some reason, a golf course is considered a safe place for a girl to be alone with a man.

There is no other time, however, when a girl is not carefully chaperoned. Mammas still arrive at a party with their daughters and sit around the room keeping a watchful eye on the proceedings, as well as putting a crimp in them. (The mother still remains the most powerful force in most families. We have heard old boys of sixty say they couldn't go to such and such a place or



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(SEE PAGE 30)

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SEÑORAS OF MEXICO

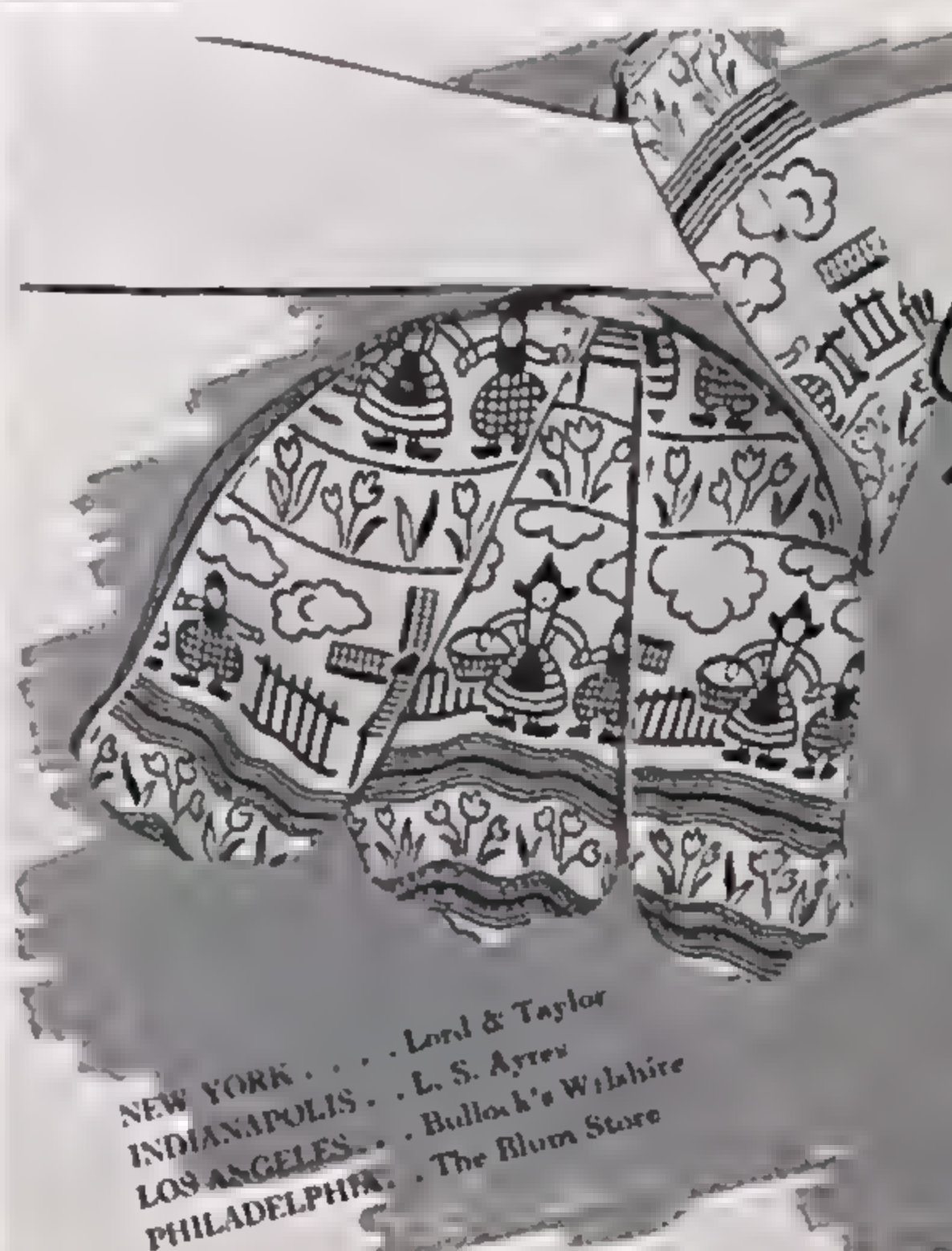
see such and such a person because "mi mamá" would not like it!) Recently, things have become so "modern" that, at small parties in private houses, the mother will disappear after having greeted the guests, but only if there are chaperons present in the form of a married or engaged couple or a brother and sister. Such a thing as a twosome anywhere but on the golf links is completely unheard of.

It is only lately that it has been considered proper for a young girl of good family to go out on the street alone. Now, she may drive her own car, or, if she hasn't one, take taxis or buses and go along without a duenna. Even married women seldom go to night-clubs, and this last winter was the first time we ever saw a single girl in one. Of course, it was in a large party with plenty of uncles and aunts present, but nevertheless, it seemed very daring. Only five or six girls of what might be termed the "reigning families" have ventured to do this, and that is only because two years ago, Carmen Corcuera, back in Mexico from Paris where she has spent most of her life, announced that she went to night-clubs abroad and saw no reason why she should not do so in Mexico. There were many horrified gasps, much ohing and ahing, but she got away with it, and her lead is now being timidly followed by her friends.

Most of the girls get engaged when they are quite young, but that doesn't mean that they get married right away. Engagements go on for years. Being engaged in no way curtails a man's freedom; he sees his fiancée at her parents' house or at young people's parties, but he goes out on the town on his own. When he grows tired of sowing wild oats or has none left to sow, things begin to grow serious, and the wedding-day is set. Everybody turns out for the big event—old folk who probably haven't seen the light of day since the last wedding or funeral come out of their houses, the women splendid in purple velvet and aigrettes, the men buttoned into ancient Prince Alberts. Every last cousin, uncle, aunt, and great-grandmother is present, and most of them go up the aisle with the bride and groom in French fashion.

This is the one opportunity one has to see all of Mexican society out at once. But every year there are fewer people, and there never seem to be any new faces. The very smart group is closing in more and more and growing smaller and smaller. At present, it is headed by five women: Countess Luis de Subervielle, née Mier; Madame Carlos Vereá, née Corcuera; Madame Enrique Corcuera, née García Pimentel; Madame Pedro Corcuera, née Mier; Madame Rafael Bernal, née García Pimentel.

Thirty years ago, this same society was ruled with an iron hand by only three ladies: Doña Carmelita de Romero Rubio de Diaz, wife of the President (aunt of "Chato" Elizaga, who was a popular beau in Paris for years and made many American friends); Doña Catalina Cuevas de Escandón, wife of Don Pablo Escandón, at one time Ambassador to the Court of Saint James's, and the (Continued on page 168)



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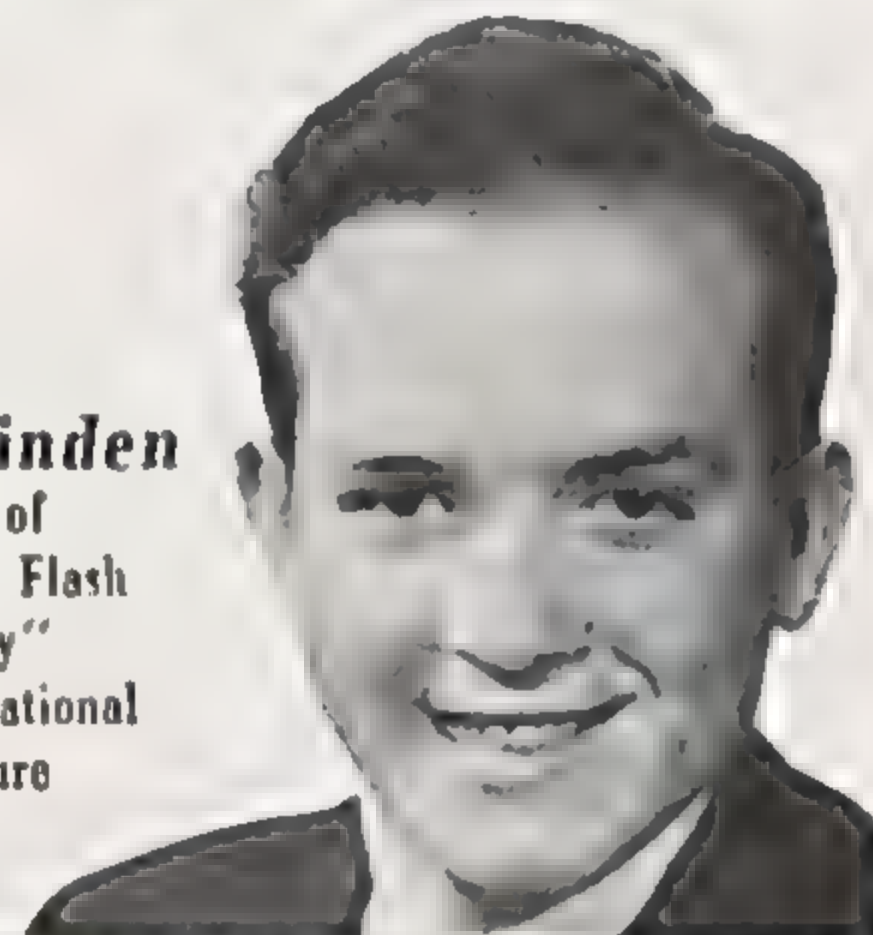
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SEÑORAS OF MEXICO

(Continued from page 167) head of a family which has always stood for the top in birth, wealth, and culture. And the Duchess of Regla. Though these three are still alive, naturally they are no longer active rulers in society, since they are all well advanced in years and remain at home.

The Duchess of Regla's son, Don Carlos Rincón Gallardo, Marqués de Guadalupe, Conde de Regla, Marqués de Villahermosa de Alfaro, stands out as the *grand seigneur* of Mexico. Over sixty, he is still an enthusiastic horseman and is the head of the Charro Association (once the President's guard), which once in a while gives *jaripeos* with Don Carlos leading in all the roping and tailing of bulls and other feats. When he rides out in the morning, he usually wears the Charro uniform of tight leather trousers, short jacket, and enormous hat and is such a handsome sight that he is invariably followed by a band of tourists snapping pictures.

Besides those already mentioned, the *crème de la crème* is made up of people bearing the following names: Garcia Pimentel, Riba y Cervantes, Romero de Terreros, who have the title of Marqués de San Francisco (these titles are all Spanish), Campero, with the title of Marqués del Apartado, the Duke of Villamil, Limantour, Serrano, Landa, Cuevas, Fernandez del Castillo, Martinez del Rio (Dolores del Rio's first husband was a member of this family), Redo, Fernandez del Valle, Alcázar, Elguero, Algara, Amor, de la Torre, Fernandez Castelló, Osio. Yturbe, Yturbide (the head of this family is not, as appeared in a recent article on Mexico, a descendant of the Emperor of that name. The Emperor had no children).

A great many Mexicans have married abroad. Ordinarily, they marry either in France or Spain, although Bichette Amor

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SEÑORAS OF MEXICO

married Count Celani, while her sister is Princess Poniatowski. Pepe Landa is the husband of Virginia Willys, Luz Landa is Mrs. William Leslie, Piedita Yturbe married Prince Max Egon Hohenlohe-Langenbourg, and Rose Covarrubias, who will be remembered over here as the beautiful Madame Naño, is now Madame Mavrocordat.

In Spain, Don Pablo Escandón's sister married the Duke of Montellanos (his brother was the Marqués de Villa Vieja); Madame Vereá's eldest daughter is the wife of Count Teba, who is the son of the Duchess of Santoña and a nephew of the Duke of Alba; Maria Campero became the Duchess of Huete; and Francisco Yturbe married the niece of the Duchess of Durcal. In France, Mexicans have married into the Polignac family; and Guerri de Launay, Burin des Boziers, d'Erlanger, Subervielle, Villeneuve are a few of the other French families that have become related to Mexicans by marriage.

These connections probably account for the fact that, alone of all Central and South Americans, the Mexicans have been taken into French society. Instead of belonging to the café and night-club groups, they have actually become a part of the Faubourg Saint-Germain, and one meets Yturbes, Amors, Limantours, Corcueras, Landas, and Beisteguis in all the French homes.

There was a time when most Mexicans of wealth lived in Paris, but lately they have had to return to Mexico to salvage what was left of their fortunes. The big ranches where they used to give week-end parties of thirty and forty guests have, with one or two exceptions, been confiscated by the government, and, with these sources of revenue gone, life abroad has become financially impossible. Under the circumstances, it isn't surprising that there is no love lost between members (Continued on page 170)



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SEÑORAS OF MEXICO

(Continued from page 169) of the old régime and those of the new. One of our ambassadors did have the bright idea of inviting political notables and members of society to the same dinner-party. No one spoke to any one else, and all the social guests departed immediately after dinner, never to set foot in the embassy again as long as that ambassador was there.

By the same token, there isn't much of what one might call cosy companionship between society and the artistic element headed by the Riveras and the Covarrubias. Their studios, however, are the Mecca of foreign visitors, who all want to meet the great mural painter and see his beautiful wife, Frieda, in the native costumes she affects. (She can be seen wearing Indian dress in the photograph on page 106.) Miguel Covarrubias, Vogue's distinguished Mexican artist, and his wife spend only a few months of the year in Mexico, where Señora Covarrubias also takes to native dress for wear at home. (She is shown on page 107 in the garden of her house in an adaptation of the Tehuantepec costume.)

But the day may yet come when these various factions will become just one great, happy family. Economic necessity has already brought about a great many changes in the Mexican May-fair. The men have had to go to work and, since many of them were not trained to any job, have taken what they could. In the old days, it would have been unheard of for a lady to be seen speaking to a bull-fighter, yet, to-day, Chucho Solorzano, one of Mexico's most popular matadors, is a cousin of the Yturbides, and one of the Cervantes is a professional pelota player. It is now probably only a question of time until the whole society becomes modernized or ceases to exist, but, at the moment, it is still something belonging to another age. A 1910 conversation-piece.

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200-SHEET KLEENEX NOW 2 FOR 25¢

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Courtenay's
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DECORATOR'S DAY-BOOK

(Continued from page 67) staircase that leads down to a garden room with wood-slatted walls.

There will be an opening showing of glass furniture, including glass-legged chairs, somewhat Directoire in line, and tall lamps of moulded glass with triangular mirrored shafts and scrolled bases of clear crystal. With its new accessibility, this is a shop to watch.

ITEMS ABOUT TOWN: The Colwell Company's new tortoise-shell glazed chintz—fifty inches wide and really something very special. It should be used as an accent for curtains in a modern room, or for covering a large sofa or a pair of chairs. Or in a more traditional background, for the seats of four bridge chairs and on the top of the table. Or for a tall screen to fill the end of a room.

The pair of stylized, life-size crystal doves at Johns, Inc., on Madison Avenue. These are about nine inches long and of a new type of Venetian glass, very simple in line. Use them as a table decoration with modern glass and silver, or as book-ends, for they are heavy enough to keep any book in line.

Décor's new shipment, the result of a summer of collecting in England, is full of Regency treasures. There is a great commode, grained to look like rosewood, with a thick grey marble top, old gilt bands, and wirework doors. It is semicircular in shape. Two miniature book cabinets, in black and gilt, have little pedimented tops, a pair of shelves, and a small drawer below, supported on ormolu sphinxes, and all this not more than a foot high. They should hold a collection of miniature pieces, or small old books.

Howard and Schaffer's new printed linen hints of autumn—a pale blue ground strewn with plums, peaches, grapes, and melons in almost their natural colours, lightened with yellow-green leaves. Your decorator will have to get this for you, but it is worth a little trouble.

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Washington..... Julius Garfinckel

INTENTIONS — MATRIMONY

(Continued from page 75) hyacinth-blue version of Paquin's black dinner-suit—a fullish skirt with a jagged, lifted hem-line, a short bolero.

If your intentions are to win on points, wear your wedding-dress to the ankles and not so long as last year—showing a very pretty slipper with satin ribbons lacing out of sight, like Schiaparelli's slipper from the Paris Openings.... Have your bridesmaids wrap their heads like Haitian natives, with net kerchiefs tied like a bow-knot over their foreheads....

If your intentions are to do something uncommon with flowers, carry a mass of stephanotis, those waxy, star-shaped white flowers—or, if your wedding is small and informal, pin a smaller cluster of stephanotis at your bodice.... Let your bridesmaids carry pink bouvardia, almost the exact colour of Schiaparelli pink.... Kneel, for your vows, on a prie-dieu sprayed with white gladioli....

If your intentions are generous in the extreme, give your bridesmaids short fur jackets, with sleeves coming just below the elbow, and play the brown fur off against slinky white dresses.... Or hand them huge, squashy suède bags, to carry instead of real bouquets.... Hint, to the man of your choice, that you'd like a gold wedding-band, inlaid with round diamonds and not too prohibitive at that....

If your intentions are to keep faith with tradition, have, for your "something blue," a narrow garter of blue silk with a thimbleful of real flowers on it, to delight yourself and your closest friends.... If you're marrying at home, have your Lohengrin with organ music just the same, by renting a small electric organ just for the occasion.... (In New York or Chicago, the Hammond electric organ, with organist, can be engaged at an extraordinarily modest fee.)

If your intentions are to flee from the rice shower in something memorable, get yourself Vionnet's dramatic coat of greenish-grey duvetine, with a cheek-brushing collar of beaver and full sleeves ending in huge beaver cuffs. Wear with it a small, perching toque.... Or go out—the *front* way—in Vionnet's purple-and-green ensemble—a purple coat with bishop's sleeves and a tremendous blue fox collar over a very simple green wool dress (page 83).

If your intentions are to spend your last ready cent on a trousseau, choose grandly from the French imports.... Choose, for town, Schiaparelli's black wool suit with a square, boxy jacket, the pockets and cuffs of black caracal or Persian lamb.... Run wild among the town dresses—Alix's beautiful draped ones of crêpe or jersey, Vionnet's superbly simple crêpe or wool dresses. Ponder the Alix dress, page 99, of crêpe, with a contrasting crêpe girdle at least a yard wide.... Or make your own

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INTENTIONS — MATRIMONY

the Vionnet dress, page 100, purple wool with a dashing scarf of bright green and a low V-neck-line....

Since you'll see a good bit of country on your wedding trip, be forearmed with Creed's taupe wool suit with dark red revers, and the taupe wool top-coat to throw over it.... Or Vionnet's deep red skirt, with a red blouse and a short jacket in lively green....

For those informal dinners that your friends will give endlessly on your return, get Chanel's black velveteen suit with a triangular-buttoning jacket.... Alternate it with Schiaparelli's blue-and-gold checked lamé jacket, with bright blue buttons flat as coins. This goes over a short black crêpe skirt....

You'll be dining formally in the whirl before you get settled, so have at least one long-sleeved black dinner-dress—Molyneux's, say, with long sequin sleeves—or Chanel's black crêpe dinner-dress with crêpe twists around the neck and long sleeves that come off when the occasion demands. (September 15 Vogue, page 91.)

For truly festive evenings, have Francevramant's slim white crêpe evening dress, with dull gold embroidery over the shoulders and the bodice, or Vionnet's enchanted dress—a silver lamé sheath under a frail black net blouse, a separate black net skirt showered with black sequins.... Cover your finery with Charles James' long wrap of arresting mauve velvet.... With a spindling, slim dress, wear Alix' black velvet wrap like a maharaja's, tight to the waist and flaring sharply sidewise to just below the hips....

Coax your family into giving you any of the nightgowns on pages 80 and 81, the white chiffon with a demure pink sash, the flyaway grey voile, the moonstone-coloured one of charmeen.... Don't spare your pocketbook as to teagowns, either—choose Yrande's beautiful tailored one of white broadcloth (page 102) or Maggy Rouff's draped teagown of white silk jersey, to turn you into an ivory-tower princess.... Pause to consider Schiaparelli's brocaded white satin with a coral tassel (page 84).... Appear over the coffee-cups in Hitrova's breakfast gown of blue-bell chiffon, with a little cap-like hood....

If your intentions as to a trousseau are more far-reaching than your capital, turn to pages 116-119 and let Vogue's Finds of the Fortnight help you spread your dollars thin....

If your intentions are, not to get married yourself, but to be a gracious, lovely mother of the bride, wear Patou's lavender-grey satin dress, of complicated cut and seaming, with a low, flattering V-neck-line...or Patou's crêpe dress, in greyish-green, with satin panels from shoulder to hem in front.... Accompany either of these with Agnès' big hat on page 100.... If your hair is white or grey, play it up with Mainbocher's dinner-dress in small blue-and-silver checks, the skirt slightly above full-length. And, for the last perfect touch, add a small turban.



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ANSWERS TO CORRESPONDENTS

ANY reader can obtain from the Vogue Information Service answers to questions on social conventions, customs, and matters of etiquette; on fashion and costume; on household decoration; on shops dealing in merchandise of interest to Vogue readers, and on other subjects that fall within the scope of this magazine, by conforming to the following rules.

RULES FOR CORRESPONDENTS

- (1) The name and address must be legibly written or printed at the beginning or the end of every letter.
- (2) In order to answer all inquiries promptly, it is suggested that as few questions as possible be asked in any one letter; a reply may be delayed because of the totally unrelated questions contained in a letter.
- (3) Unless especially requested to keep a reply confidential, Vogue is privileged to publish (without actual names) any inquiry and answer that it considers of interest to its readers.
- (4) As there is no shopping service connected with Vogue, no shopping commissions of any sort can be undertaken. However, Vogue Information Service will gladly suggest shops where direct purchases can be made.

Mrs. G. P.: I want to ask concerning two points in the wedding ceremony. Both Vogue's Book of Etiquette (1936) and Emily Post say that the bride enters the church and proceeds toward the waiting bridegroom on her father's right arm. I have never seen any different procedure until this last year, when, in two weddings here of socially prominent people—one a large and imposing church function, the other a home ceremony equally elaborate—each bride came in on her father's left arm. In each case, there was a slight awkwardness in the father having to cross back and around the bride's long train. Can you tell me whether there is any reason for favouring this left-arm arrangement?

Ans.: The bride usually comes down the aisle on her father's right arm in these days (although, technically, the left is correct by old custom), and, as the bride stands on the left hand of the groom during the ceremony, this would seem to have been so understood by the church authorities. In any event, a girl may be as safely married whether she comes up the aisle on her father's right arm or his left, as long as she finds the groom waiting for her at the chancel, where he and the best man should be.

Coming back down the aisle, the bride is on the groom's right arm, because at the altar they turn toward each other, thus leaving the bride's train on the outside where the maid of honour may easily straighten it out behind her.



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ANSWERS TO CORRESPONDENTS

Miss N. McC.: Will you please give me information on conducting a double wedding? Do the brides come in together?

Ans.: If two sisters are being married formally, the father would probably take the elder up the aisle, while another member of the family would take the younger; but the father, at the proper time in the ceremony, would give them both away. At an informal wedding, the father might have a daughter on either side. There are no further points of etiquette on a double wedding; all other arrangements of bridesmaids, ushers, and so forth, may be left to the decision of the two couples and their families.

Miss E. V. D.: Would you please give me an exact list of which wedding expenses are paid by the bride and her family, which by the groom?

Ans.: The parents of the bride provide the engraved invitations and cards; the bride's trousseau; awnings for the church and house if they are to be used; decorations for the church and house, flowers, et cetera; music, both at the church and the house; transportation for the bridal party from the house to the church and back; the bridesmaids' bouquets; the wedding breakfast or tea; boxes of wedding-cake; champagne, if it is to be served; the bride's presents to her bridesmaids; a wedding present to the bride from each member of her family.

The groom's expenses are the engagement ring; the wedding-ring; a wedding present, always something for her personal adornment; his bachelor dinner; the bride's bouquet and the ushers' boutonnieres; transportation of himself and the bride from the church, unless the bride's family has a car, or one is lent for the purpose; the marriage licence; a personal gift to his best man and each of his ushers; the clergyman's fee; and the wedding trip.

Mrs. E. D. S.: When a divorced woman remarries, who would send out the wedding invitations, and how would they be worded? Is it necessary to use her married name?

Ans.: When a divorced woman remarries, her parents send out the invitations just as they did at her first marriage. She must, of course, use her full name, and the invitation would read as follows:

Mr. and Mrs. Bertram Bliss
request the pleasure of your company
at the marriage of their daughter
Susannah Bliss Montgomery
to
Mr. Joseph Poole
on Thursday, December the eleventh
at four o'clock
at Two Park Avenue

Miss M. F.: I plan to announce my engagement at a tea and would like very much to (Continued on page 176)

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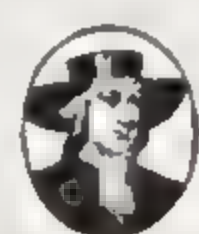
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ANSWERS

(Continued from page 175) know of some unusual way in which to do so. Could you help me by suggesting something novel for this purpose?

Ans.: The question is frequently asked: "What is an original way to announce an engagement?" The only answer to be made is that, in circles of breeding and distinction, there is no original way to announce an engagement. Unique and supposedly amusing methods are used by some people, in some places; but to devise strange methods and surprises for the disclosure of so intimate and yet so ordinary an occurrence as an engagement is definitely not smart. An engaged girl simply tells her friends, or writes a personal note to apprise them of the fact.

But in many places, an announcement is made at a lunch, a tea, or even a dance. If the announcement is made at an entertainment of some sort, the family of the girl gives the entertainment, and the guests are presented to the future bridegroom by, perhaps, the bride's father. This is the only way the "announcement" is made; the guests grasp the situation, or, if they do not, the bride's father may introduce the young man as his future son-in-law.

Mrs. P. V.: Will you please give me correct information as to who buys the bridesmaids their bouquets, the bride or the groom?

Ans.: Although sometimes a bridegroom may insist on sending the bridesmaids their bouquets, it is most usual for the bride to order them with the other decorations, and, of course, her family pays for them when she does this. However, it is quite usual for the groom to send flowers to both his mother and the bride's mother.

Miss A. E. F.: I am having a large formal church wedding either at noon or at four o'clock, and would like your advice. When should I mail my invitations? Should my mother wear a long dress? Both myself and attendants are carrying long-stemmed flowers without ribbons or any adornment. On which arm should they be carried? Is it proper to throw my flowers to the bridesmaids? Are the guests served as they leave the receiving line, and when should the receiving line disperse?

Ans.: The wedding invitations should be mailed two or three weeks before the wedding. Your mother should wear an instep-length dress and large hat. Flowers are generally carried on the left arm, but, if it is more effective, the bridesmaids may carry their bouquets on the outside arm. When you go up-stairs to dress, you throw your bouquet to your bridesmaids.

The receiving line should not disperse until all the guests have arrived, but the food and wine may be served to the guests as soon as they have been through the receiving line.

Mrs. L. I. W.: I am in a quandary. I have no immediate family and no near relatives. Is it correct for me to send out my own wedding invitations, and, if so, how would I word them?

Ans.: In your case, it is quite correct for you to send your own wedding invitation or announcement. You would word it as follows:

The honour of your presence is requested at the wedding of
Mrs. Lester Woodson and Mr. Wilson Yerne
on Friday, December the twelfth
at Faith Church Chantry
at half-past four o'clock

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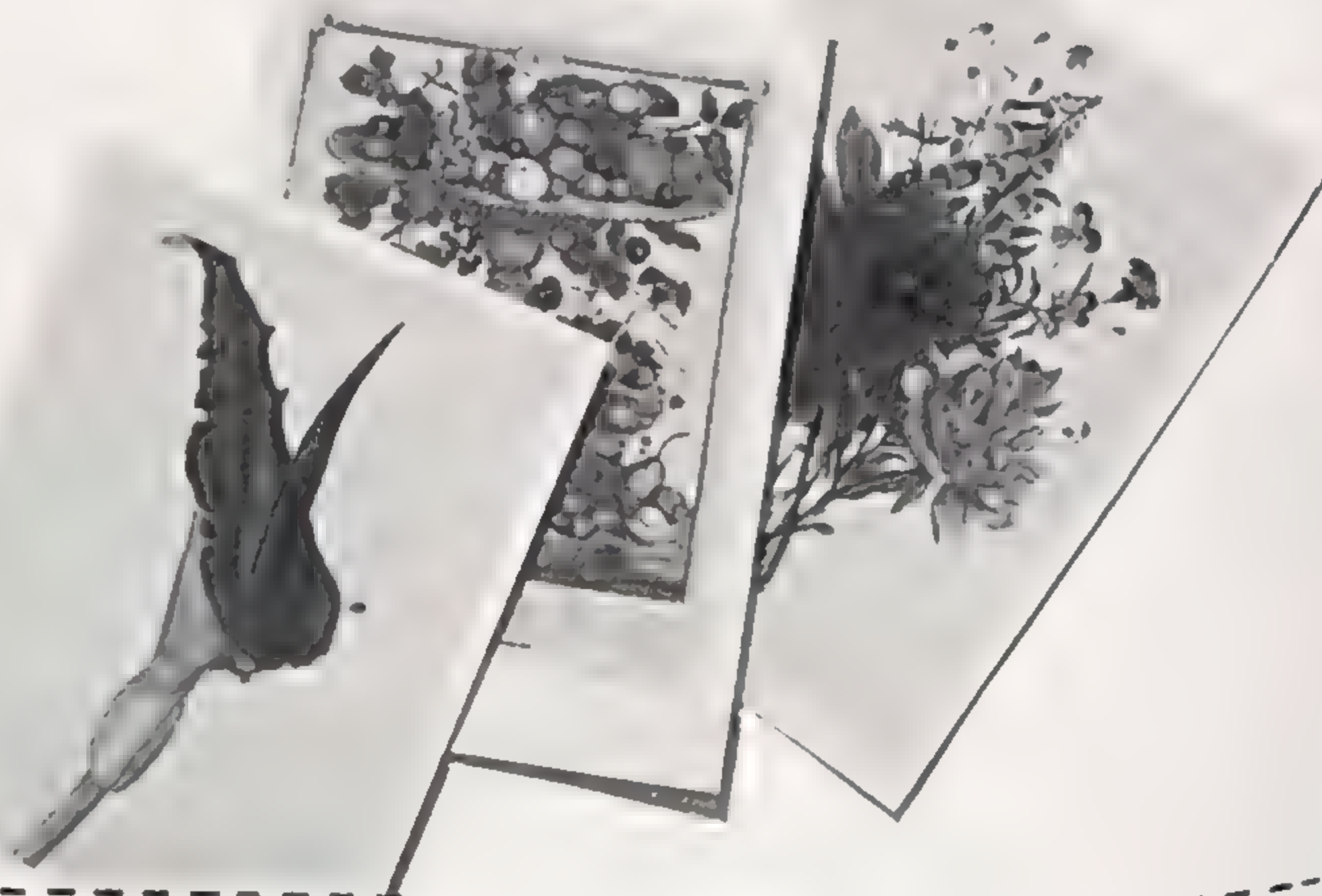
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PARIS CABLE Renewed interest rings -- Herz and Boivin bulky

little-finger rings, stones set in concave depressions -- Cartier convex rings, half paved with largish diamonds, half with sapphires -- Superb three-petalled flower, each petal pear-shaped diamond -- Important new trend in necklaces forecast by Cartier's platinum woven chain wrapped around neck, one end fastened side neck with diamond rose, other end hanging loose side front holding diamond rose-leaf branch twisted into large circular motif -- Herz asymmetrical trend in two strands pink tourmalines fastened side neck large carved tourmaline motif studded with diamonds.

Tendency clips brilliant bulkiness from distance, delicate details close up -- Cartier four-inch clip exact miniature real lilac with tiny diamond flowers clumped thickly together -- Van Cleef enormous clip two chrysanthemums ruby, diamonds -- Also delicate curly-petalled diamond chrysanthemum -- Exposition antique diamond flowers confirm trend toward realistic flower pieces -- Boivin diamond oak leaf surrounded emeralds, rubies.

Reboux collection swathed off-face turbans, printed sheer woollen scarfs crossing back neck tying under chin -- Good sports felts brims rolled up back and side, shooting out front, with highish square crowns, some completely covered pheasant feathers glued flatly on felt -- Interesting combination felt with striped or plain woollens or brocaded ribbon -- Dull felt combined hatter's plush, velvet, astrakhan, soleil felt -- Chéchias braided, knotted, twisted velvet bands, often combining three colours.

Any part of this cable may be quoted if preceded by "Vogue's Paris Cable Says:"

Important Silhouettes from the Openings



1. corselet



2. draped



3. sweater top



10. 1910 length



11. short, furred



12. Victorian corset



13. box-jacket



14. peplum



20. face-framing collar



21. fur sleeves



22. tubular



23. fur back, fabric front



24. straight



25. fur-banded



4. draped waist-line

5. back fulness

6. tubular

7. draped bodice

8. high-waisted

9. shirred



15. double-breasted bolero

16. tubular

17. triangular buttoning

18. longer jacket

19. cape



26. Watteau back

27. loose back, straight front

Retailers and manufacturers may order any three, or multiples of three, of these figures for display purposes. Blow-ups 64 x 44 contain three figures which may be cut apart and used separately. Price is \$8.75 for a single blow-up this size or \$180 for 100. Order by number. Reprints of these pages for sales-training also available. Write for prices.



28. Bustle-dress derived from the 1880's, a strong influence in the Collections. Many dresses of this type have bustle suggestion in the manipulation of drapery.



29. The waist-hugging corselet with full but straight-hanging skirt was strengthened in significance by its reappearance in the Openings. It is an established fashion.



30. The spreading skirt with the fulness from the hips and tightly fitting top. The version illustrated has pulled-in waistline and shirred seams in the skirt.



31. This type has been severally named the "Scheherazade", "Cuirass" and "Carapace". Has a long, shirred, tightly fitting bodice from which falls full, shirred skirt.



32. The slim, form-revealing dinner-dress that was the big news in the Collections. Most of them are worn with large profile hats or with amusing veiled coiffures.



33. The Directoire evening dress, one of the season's predominant types. Directoire preceded Empire. It is characterized by a very high waistline and clinging skirt.



34. The slinky, pre-War evening dress worn with large befeathered hat introduced at the Openings. It is pencil slim, moulded to the figure, often with slit skirt.



35. The draped dress, purely modern in inspiration. This version has diagonally draped bodice without straps and skirt draped in sculptured folds from hip.



36. The Velasquez silhouette newly launched in the Openings. Wide pannier sides, flat front and back. Inspired by paintings of the Spanish artist, Velasquez.



37. Dinner dress with sweater top, simple as a Brooks sweater, but rich in fabric and often sequined. Top covers hips; skirt slim with slight fulness.

Evening Silhouettes

Holiday Negligée Forecast

There is a growing tendency on the part of women to dress for the occasion when they are at home, as well as when they go out. This fact, coupled with the increasing variety of types of negligées introduced by the *couture* and by American manufacturers, points to more and more important business to be derived from negligée departments. For maximum profits from the holiday season be sure you're stocked on various types—types for different occasions, for different personalities.

Be sure you have in stock the dinner-pajama with very full trousers (either crêpe, velvet, or sheer woollen) and an amusing jacket. Don't overlook the moulded jersey, or Alix-type of draped silhouette, and all of the softly-flowing, feminine models that are flattering to the tall woman, or to the older woman, and are refreshing in this era of tailored house-coats. The importance of the tailored house-coat cannot be over-emphasized. Use of unexpected or new materials, and subtle variations of design make it possible to sell a house-coat to every customer, no matter what other types she selects for her negligée wardrobe. The next two pages will serve as a guide to buyers going into the market. Refer to these for types of promotable holiday negligées. Plan and make a definite play for Christmas business.

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OVER WHITE CHIFFON SKIRT NARROW BLACK VELVET RIBBONS AT WAIST STOP ROUFF FULL LENGTH WHITE
JERSEY CAPE SLIT TO NECK BACK AND FRONT OVER WHITE SHEATH STOP SCHIAPARELLI BRIGHT COLOURED
WOOLLEN OR CREPE PANTS WITH CLOQUE VELVET LAME JACKETS STOP YRANDE TAILORED FLANNEL COATS
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Negligée Types

Predicted



Left: Column of dull-finished drapery down the front of satin hostess dress. Centre: Black velvet with gold braid—very medieval. Both from Japanese Silk. Right: Lounging pajamas. Black rabbit's-hair tunic; red silk trousers. Perfect.



Left: Feminine, pale blue crêpe with silver kid. Box pleats released low. Centre: Directoire type in rich brocade with important sable touches at sleeves. Right: Stunning! Black and white striped moire, red piped. All, B. Cohen.



Far left: Mauve with flashes of turquoise lining; rose belt. Henry Hadad. Centre: Red velveteen house-coat with stitched collar and cuffs. Fem Robes. Left: Pink flannel tunic with satin collar, cuffs, blouse, trousers. Mayo.



Far left: "Gardenia" jacquard upholstery fabric—very handsome. Otto and Becker. Left: Satin hostess gown, Trapunto work; Talon-closing. American Needlecraft. Above: Imported Alix silk jersey, draped and sleekly sculptured. Negligée Fashion.

Left: Matelassé slipper satin handled simply and with restraint. Raymodes. Centre: Crêpe trousers like wide skirt; nubbed taffeta jacket. Otto and Becker. Right: Crush-resistant velvet house-coat. Scroll braid; Talon-closing. Helen Lobel.

**each figure represents a type we
believe worthy of promotion**

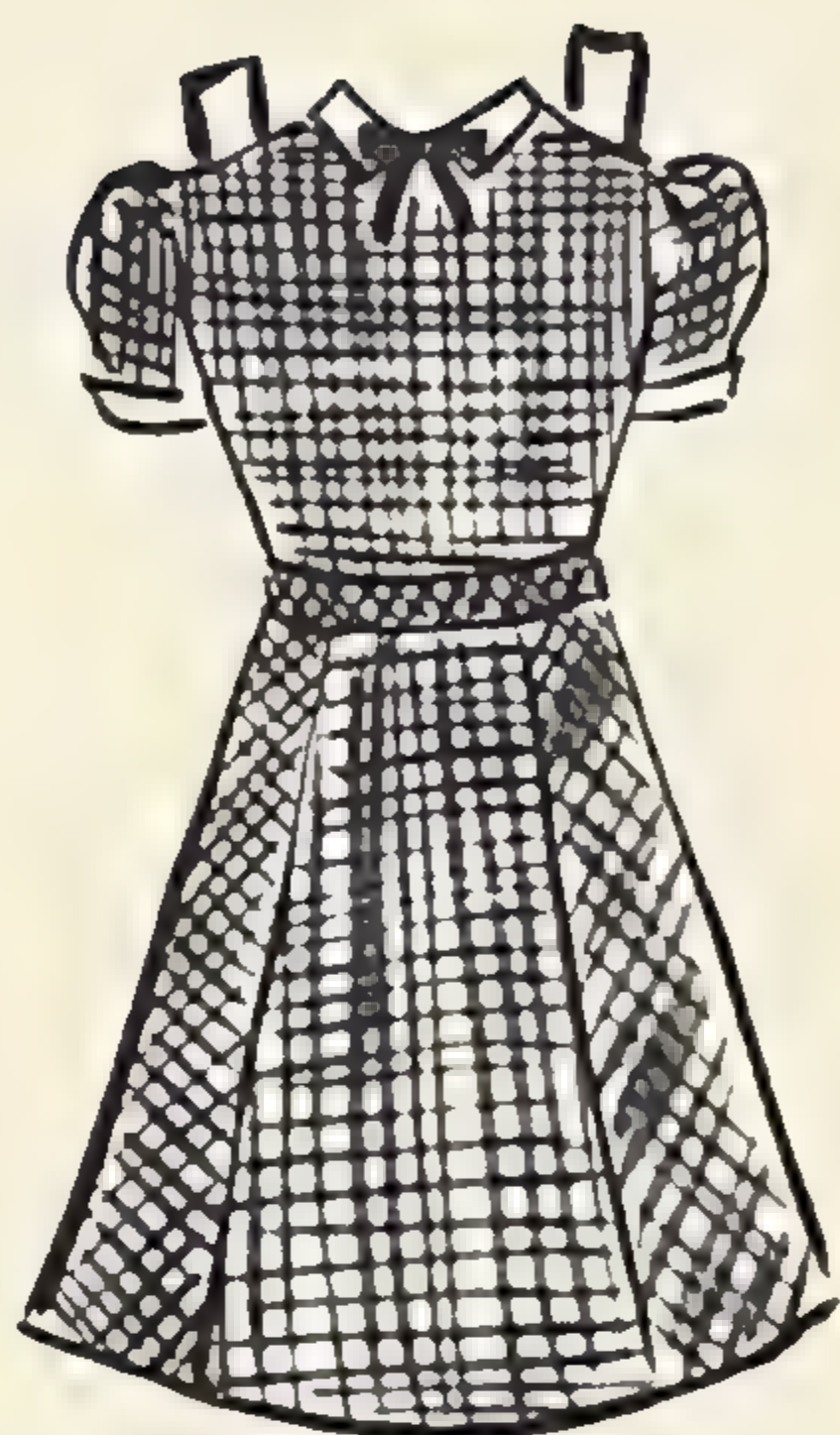


Above: Chartreuse velvet with kolinsky on the cape sleeves. Negligée Fashion. Right: "Jersey velvet", gold-quilted, with gold belt. Luxurious type. Perfect. Far right: Black "kitten suède". Side-closing; tricoloured girdle. Henry Hadad.

The Younger Generation



Pert, fitted coat of imported woolen. Self-fabric collar; back seams pressed and stitched. Louis Greenberg & Bros., 520 Eighth. Velours hat from Weisman Bros. & Cohen, 131 W. 35 St.



Wool and rayon combine effectively in a dress of tiny black and white checks. A red velvet bow on a white piqué collar, red buttons in back, are young touches. From W. J. Scott Co.



The special charm of a Liberty print, a fitted waist with three velvet bows for trimming and a fourteen-gore skirt make this linen dress irresistible. W. J. Scott Co., 1350 B'way.



This linen dress in princess style boasts a parade of buttons down the front. Contrasting piping is applied perpendicularly at waist. Sachs Bros. & Jalcut, Inc., 1350 B'way.

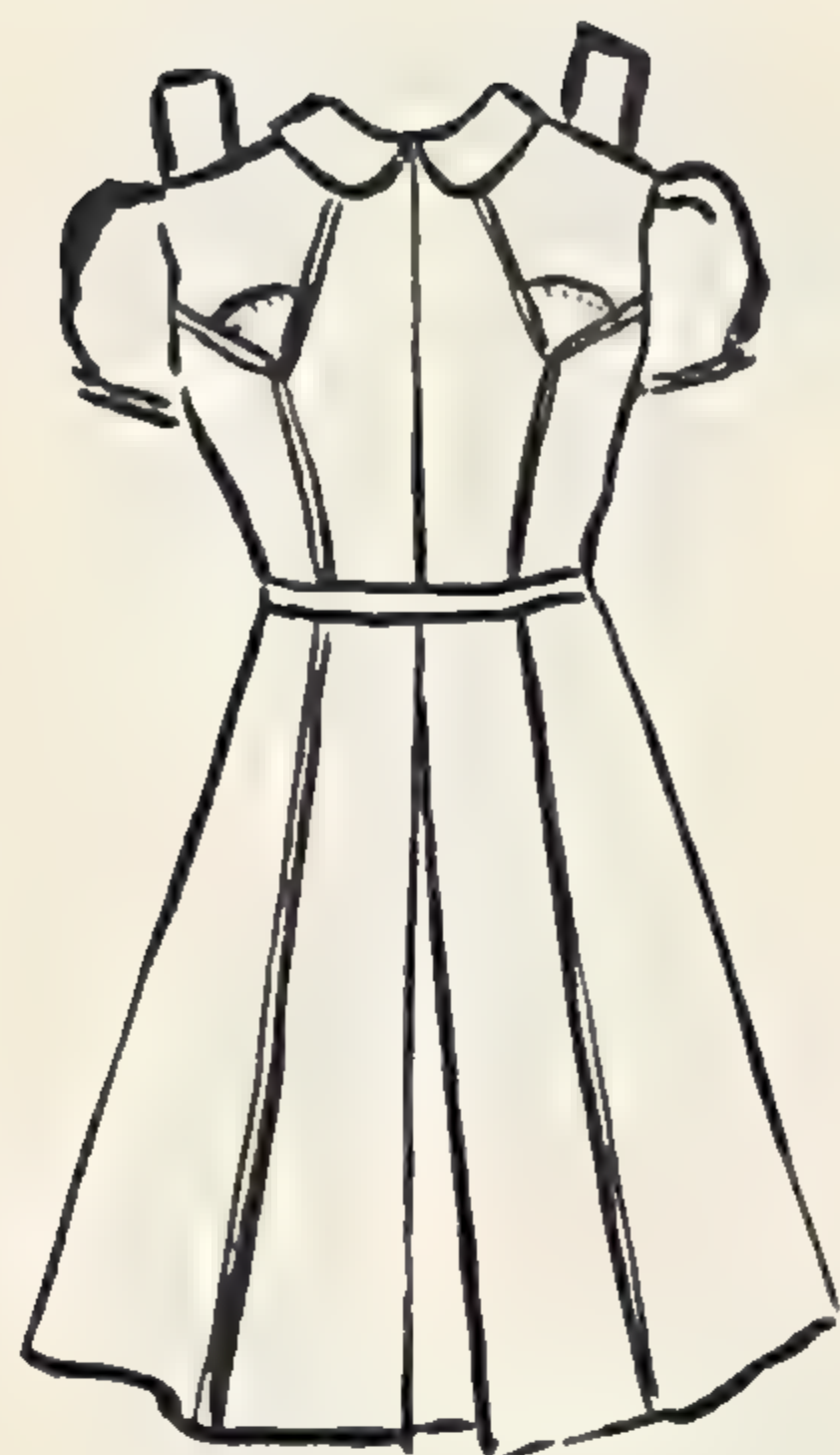


Grand school dress for the chubby youngster. Made of spun rayon from Ameritex in a gay pattern, it boasts bright-coloured piping. From Schleifer & Lubell, Inc., 520 Eighth.



One of W. E. McKay's amusing "Pla-a-Tune" prints in a muslin dress. Its sixteen-gore skirt and grosgrain bows have youthful appeal. From Borge-nicht Bros., 520 Eighth Ave.

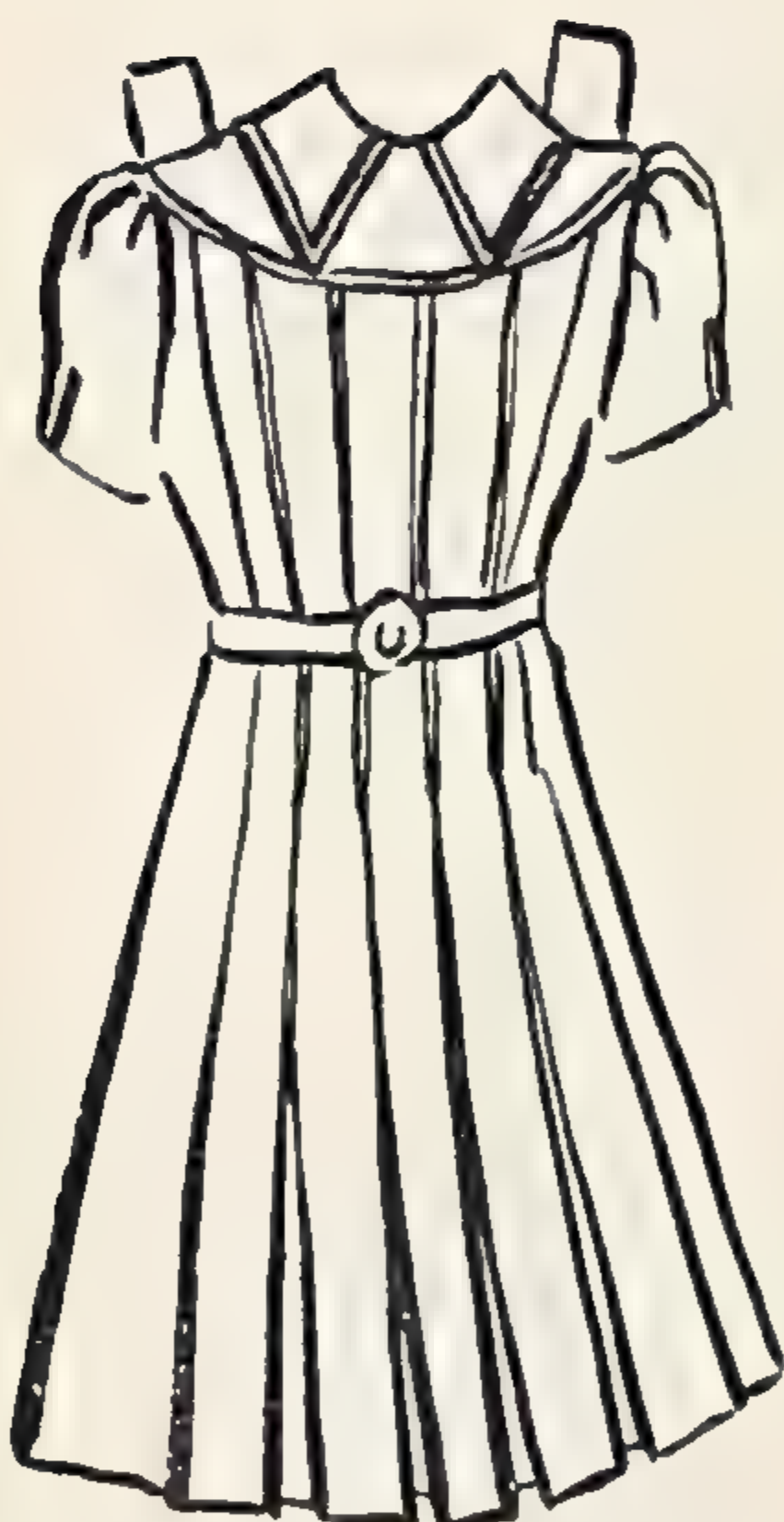
More and more stores are finding it profitable to devote a section of their girls' clothing department to clothes for the girl inclined to chubbiness. Treated for years like the proverbial step-child, she is now coming into her own, and is able to buy specially designed coats and dresses. Promote, in window and department displays, the fact that you carry girls' clothes in half-sizes. Make them seem more important by grouping these special sizes together. Be sure your saleswomen avoid making either the mother or the child feel that her figure is *hard* to fit. Have them stress, rather, the importance of a *good* fit, and encourage the regular wearing of a pantie-girdle as a figure-help. Such suggestion-selling is easier if underwear adjoins clothing.



Contrasting piping adds a nice colour note to a dress of imported linen. In the popular princesse style, with triangular pockets banded with tiny buttons. L. Dick, Inc., 1350 B'way.



A party will be twice as much fun for the child who wears this charming dress of Liberty silk. Rows of fluting add a quaint and perfect touch. W. J. Scott Co., 1350 Broadway.



Simple, wearable Sunday-School type of dress in acetate crêpe. Pleated front starts from yoke-top. Pleats and collar stitched in contrast. Belle Frocks, Inc., 520 Eighth Ave.



Finest velveteen makes a dress of great charm. It has a berth of imported écreu batiste, buttons to the waist in back, has a full skirt from a corded waistline. Caradele, 387 Fourth.



Chubby and slim little girls will both like this party dress of Celanese taffeta embroidered in silk. In aqua, white, navy, tea-rose with contrasting sash. From Caradele, 387 Fourth Ave.



Excellent for both chubby and average girls. "Dunwoodie" tweed, double-breasted style. H. Rudinger, 520 Eighth. Plaid feather on a Scotch tam. Greenberg-Fisch, 520 Eighth.

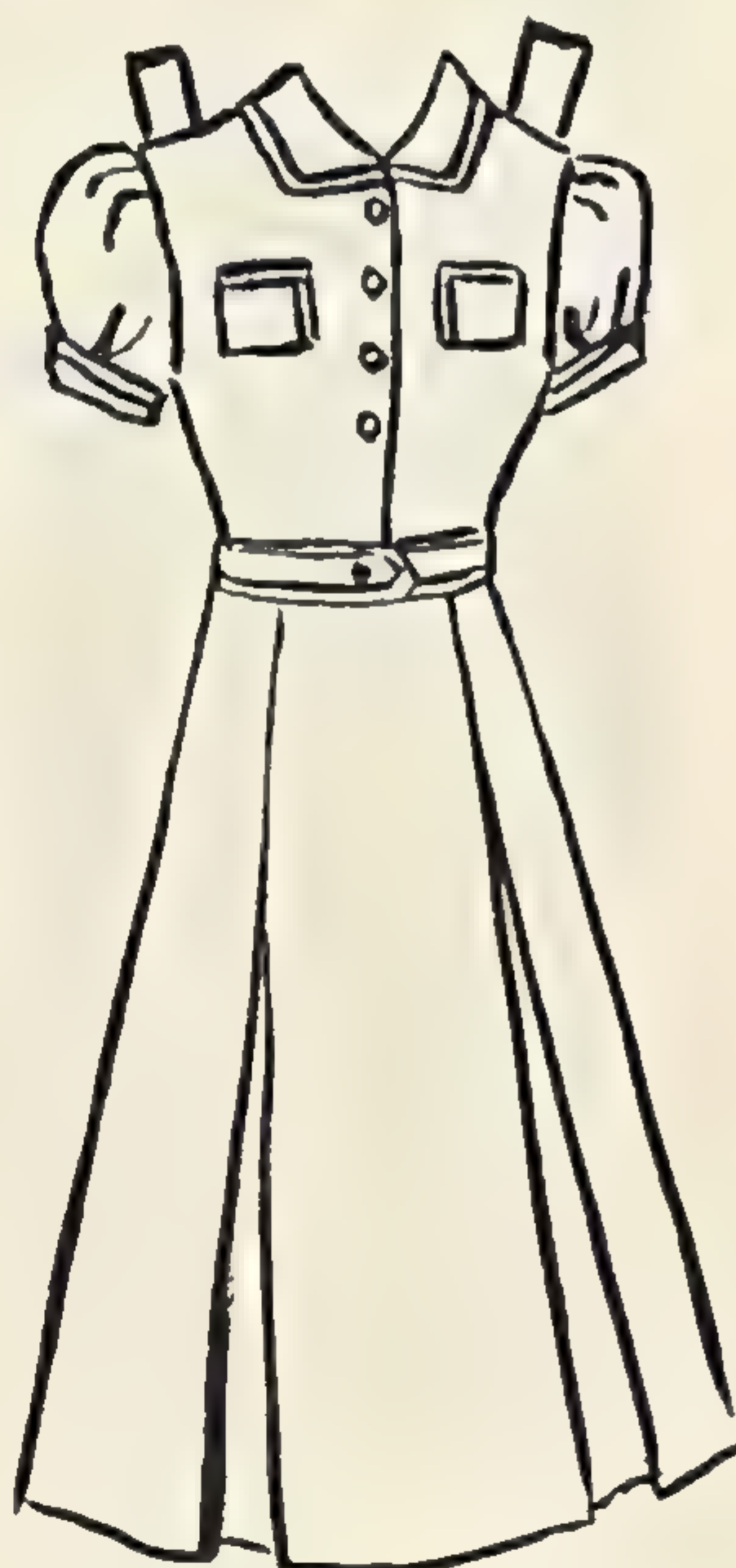
Still Growing Up



Leopard collar on a coat of nubby, imported Shetland wool. Pleats and half-belt in back. Allan Kneale, Inc., 147 W. 35 St. Cushion-brimmed felt hat. Harry G. Stauf.



Plaids and swing skirts are still favorites with young girls. This dress of Anderson gingham combines both. Pleated white frill around neckline. From Schleifer & Lubell, Inc.



Finest, imported, French wool makes a well-tailored dress in excellent taste. Grosgrain ribbon trims collar, belt and pockets. Distinctive design. Fairyland Co., 515 Madison.



Even going to school will be fun for the child who can show off this gay plaid dress of pure worsted. Linen collar and cuffs, simulated pockets, pleated skirt. Belle Frocks.

Girls who wear 12-16 sizes have figures and tastes that demand more sophisticated styles, more fitted lines, closer colour relationship between the various parts of a wardrobe. Buy merchandise that meets these requirements and be sure to broadcast, in advertising and displays, that you have clothes to suit the most difficult semi-adult taste. Every saleswoman in Bonwit Teller's Girls' Clothing department keeps and uses an up-to-date record of her own customers, listing size, type and price preferences. She notifies these customers when merchandise of special interest to them comes in. It is this *personal* interest in each customer's tastes and needs, combined with the careful selection and coordination of merchandise, that makes for successful operation.



Angora sweaters are good companions. Pull-over has stretch-resisting tubular ribbing at neck. Classic Knitters, 1333 B'way. Plaid wool skirt. H. J. Meizels & Sons, 1350 B'way.



For daytime festivities, recommend this dress of water-repellent, crush-resistant black velvet. Shirring at shoulders and center front of skirt adds interest. Caradele, 387 Fourth.



Charm and distinction in an Empire-inspired dress of imported velveteen. Pleated georgette collar, swing-skirt. Water-repellent fabric. Cogswell & Boulter Mfg. Co., 71 W. 35 St.



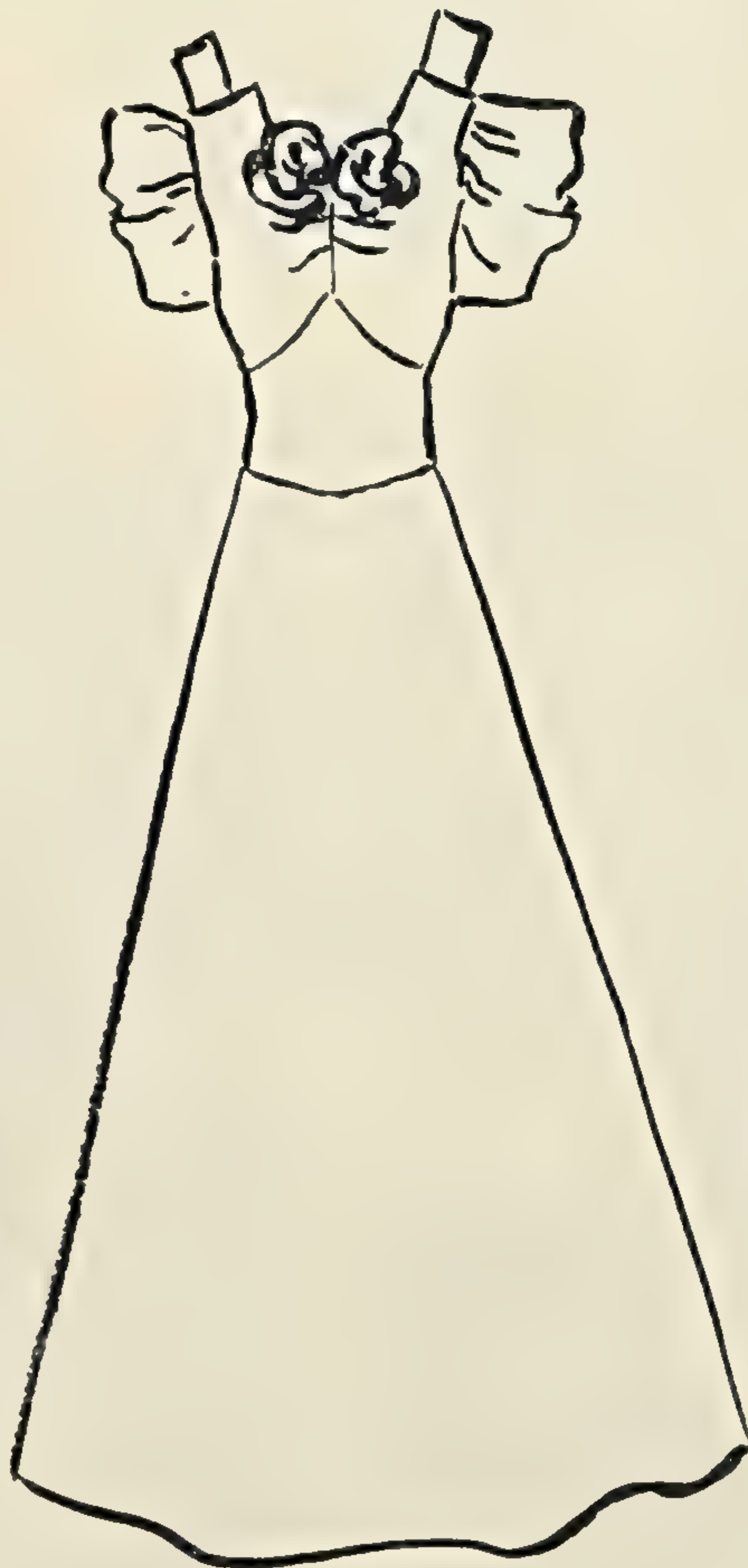
Suggest this as appropriate for Sunday-School or simple parties. Celanese Amcella Crêpe; velvet belt; skirt pleated all around. Self-fabric edging on collar. Berk Co., 520 Eighth.



Any girl would be delighted to have this simple, tailored dress of rayon alpaca. Skirt is pleated both front and back. Soft leather belt, Talon-closing at side. The Berk Co., 520 Eighth.



Plaid wins more applause in this gingham dress with full swing-skirt, white linen collar. Bright touches in belt and center Talon-closing. From Joseph Love, Inc., 1333 Broadway.



Smart, young party dress of Celanese moiré in a grained wood pattern. Smooth corselet effect, contrasting velvet flowers. In pastel and deep shades. Belle Frocks, 520 Eighth.



Happy combination of style and youth, English hopsacking with Persian lamb collar and band. Nelda Coats, Inc., 520 Eighth Ave. Off-the-face felt hat. Weisman Bros. & Cohen.

Appeal to the growing clothes-consciousness of the 8-14 girl by playing up similarities between her dresses and those of her older sister. At the same time, emphasize to the mother the youthful, simple touches that make clothes appropriate for the young girl. Keeping the balance between a girl's natural desire to wear things that make her look older, and a mother's equally natural wish to keep her daughter young as long as possible, requires wise buying, and great tact on the part of the salesperson. Stimulate your salespeople by giving them a definite part in operating the department. For example, James McCreery's Girls' Clothing buyer has made her girls responsible for working out department displays and signs, and found it an excellent way to keep them enthusiastic about their merchandise.

News for Promotions

Schiaparelli very recently opened a wholesale salon for her "Shocking" perfume and cosmetics in La Maison Française, Rockefeller Center. The perfume was shown in the July 15 Retail Trade Edition. The lipstick and face powder are illustrated at right, against a view of the salon.

The packaging of the new cosmetics is, as one would expect, as chic and original as Schiaparelli's clothes. Continuing the theme of "Shocking" perfume, lipstick and face powder are "under glass". The packages themselves are in "shocking-pink" with white lace motif, lined in "shocking-pink" satin. White lace also provides the decoration of the glass tops for the "Shocking" lipstick and "Shocking" powder.

The salon, in keeping with the perfume, is a charming mixture of sophisticated Louis XV and the quaint naïveté of Victorian. Designed by Reynaldo Luza, assisted by Myron Desset, it is furnished with French antiques and Victorian chairs and chests against silvery blue walls. Royal blue in linoleum, upholstery and moulding is the predominant colour scheme, with "shocking-pink" in contrast. In one corner, a cupid, the leit motif of Schiaparelli's collection, is suspended from the ceiling on "shocking-pink" ribbon.

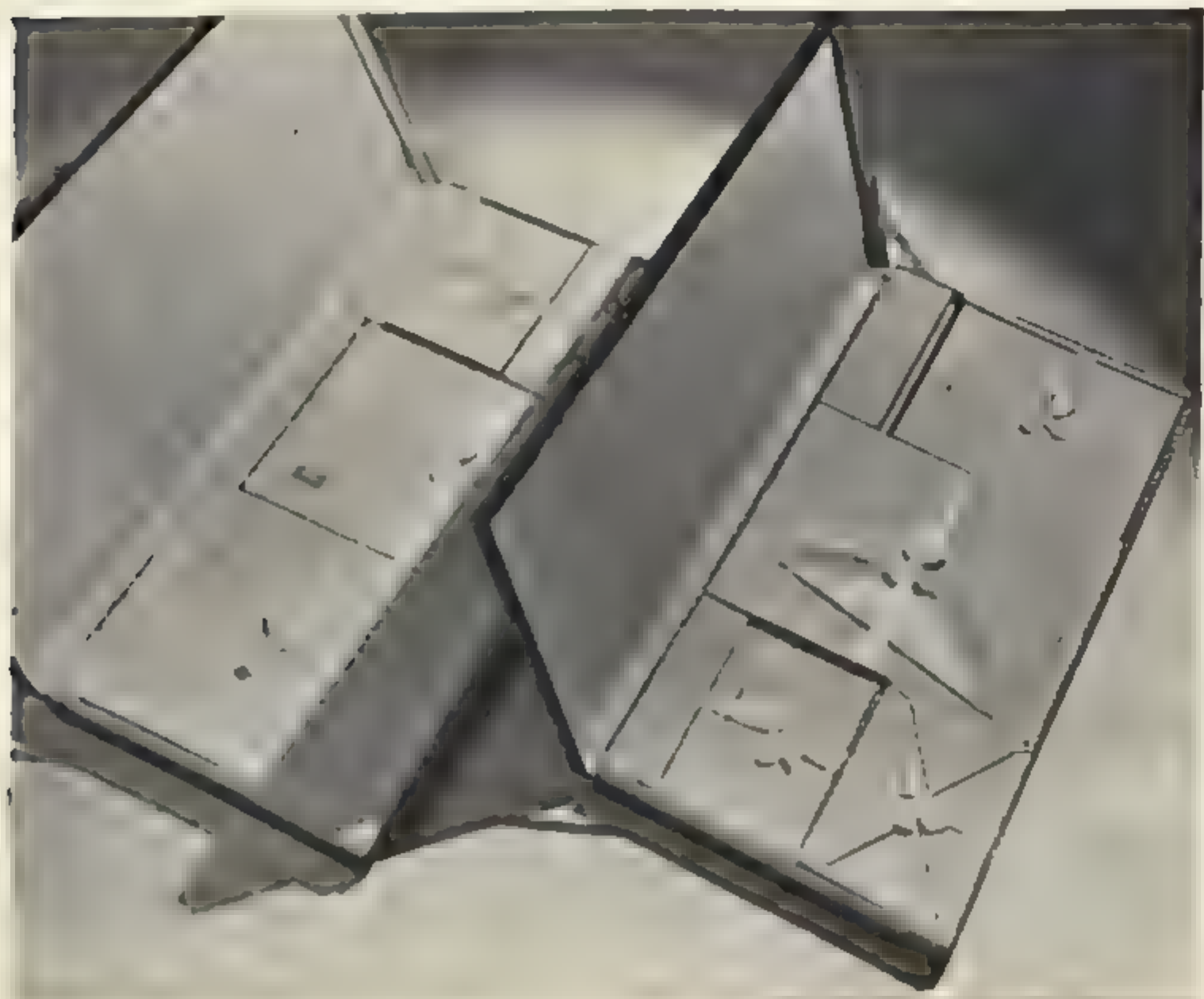
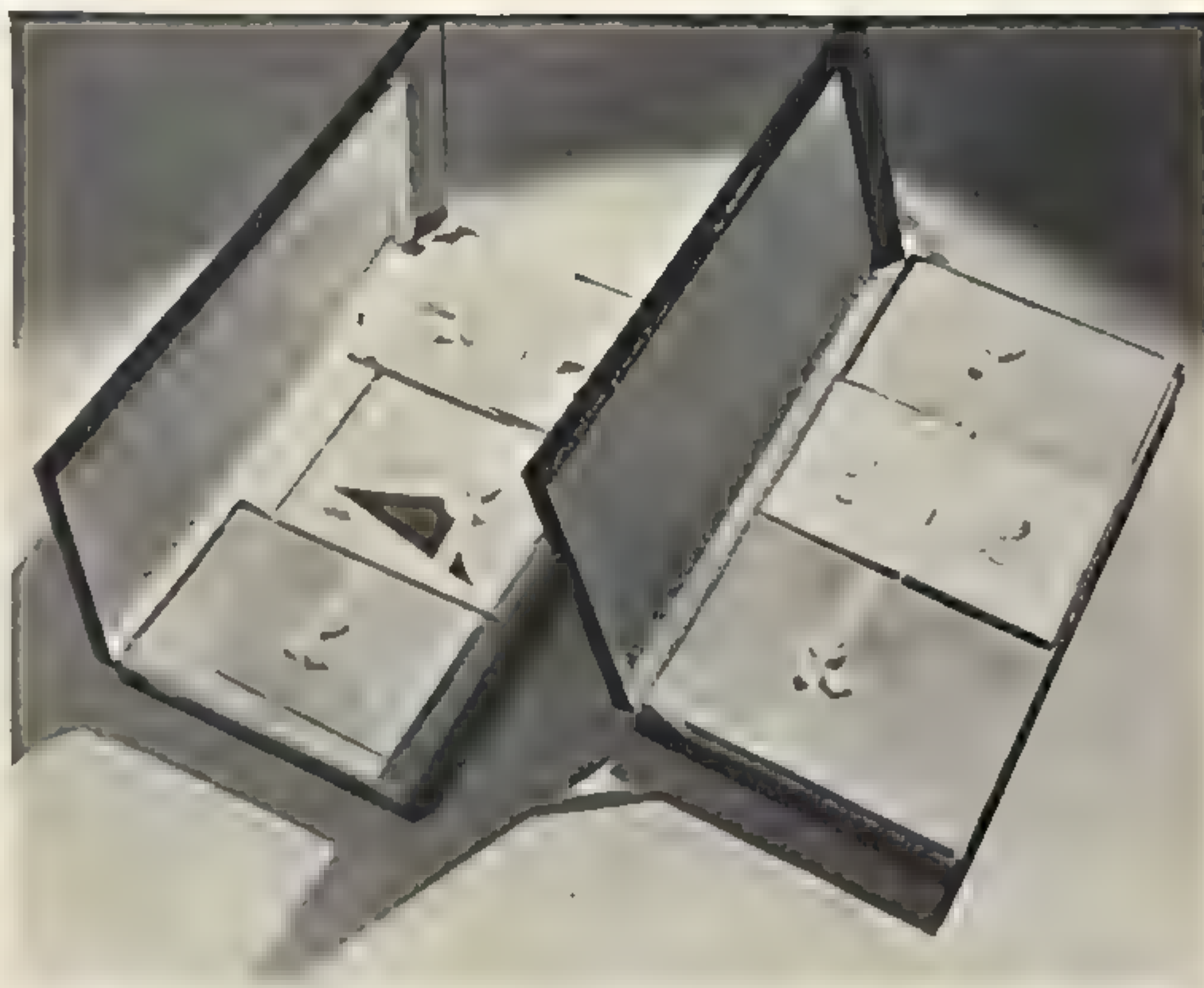
The Taylor Instrument Companies of Rochester, N. Y., the oldest and largest producers of thermometers and weather instruments, are planning a promotion for stores embracing all departments affected by the weather. Through National Weather Week (Nov. 6 to 13), which recognizes that powerful and variable influence in our lives, stores will be able to make their customers more conscious of weather.

"Prepare Now for Winter", the slogan for the promotion, tells the whole story. It is an effort to give department stores an important promotion on which they can capitalize, in a period before Thanksgiving and the beginning of the holiday season. At that time, there is a change in outdoor clothing, indoor furnishing, indoor and outdoor amusements. Although the promotion necessarily pivots around weather and temperature instruments, the purpose is to stimulate sales in such diversified divisions and departments as home furnishings, ready-to-wear, fashion accessories, household accessories, stationery, games and beauty preparations.

Stores subscribing to the promotion will be furnished display cards, plans for windows designed by *Vogue* and *House & Garden*, advertising and publicity material.



CRANE'S "PERSONALITY PAPERS"



"Personality Papers" is the name given by

Crane to a really new idea in stationery that should be welcomed with open arms by all Crane dealers. The ensemble idea, so well understood by women in clothing, has here, for the first time, been brought into stationery. For the feminine type of woman, for the tailored type, for the conservative, and for the most modern, Crane has assembled and boxed three papers—one for foreign correspondence, one for regular correspondence, and one for notes—that are characteristic of each type of woman.

For instance, the ultra-smart woman has a big white sheet with a bold address-dye either done in dark blue or chartreuse to accord with her small note-size, which is in clear soft blue marked in white with a dark blue border, the white border of the second sheet showing below. The regular-size paper is chartreuse with a deep blue border, marked in the same blue.

The feminine woman has two choices—one, a play on pastel pinks, blues, and white; another, in varying shades of soft blues and whites. The tailored woman has an interesting combination of tan, a lovely warm shade, with touches of brown and white; and her favourite navy and white combination in papers of unusual texture. The conservative woman is given a choice of grey and white enlivened with red touches.

1. Lanvin's new perfume, Prétexte, was inspired by the smart, cosmopolitan women visiting the Paris Exposition. Its fragrance, rich and tempting, will appeal to the chic and young. Prétexte is bottled in the familiar spherical flacon with gold-leaf knob-stopper, and the smart, square bottle with black onyx cap. Maurice Levy, distributor, 120 W. 42nd St.

2. Among Cutex's manicure sets for Christmas, the Escriptoire is particularly attractive. In Dubonnet pin morocco, luxuriously fitted, it will appeal to the most fastidious woman. Men's tastes and needs are well taken care of in a set of smooth, tan, saddle-bag leather, lined with oiled silk. Simple, masculine fittings. Northam Warren, 191 Hudson St.

3. "Mitz For The Bath" are handy bath mits for stimulating surface circulation. One side is made of lufa fibre, either bleached or fast-dyed, and the other side of terry-cloth, in white or gay colours. All of the styles will withstand hard usage. Inexpensively priced. Nye, Weston & Griffin, Inc., 115 Broad St.

4. Workers in needlepoint will be delighted with an ingenious bag calculated to keep all the colours separate, but within easy reach. Of Celanese taffeta, it has twenty-four narrow compartments for the wool, the ends of which extend slightly beyond the top when open. A slide-fastener at the bottom provides a space in which to keep the needlepoint. Sides, top and bottom fold together compactly. Victoria Vab, Inc., 387 Fourth.

5. These square, chunky candles in sizes graduated from three to twelve inches lend themselves to many interesting arrangements. Used for either table or mantel decoration, they fit into a variety of settings. Promote them as something entirely new in the line of candles, and show them as part of a table setting. Mystic Candle Studios, 195 Wooster St.

6. Kirby, Block's "Colour of the Month" promotion is already an established success. Each month this buying office works out a new colour coordination with various accessory manufacturers. When plans are complete, they send out advertising mats. Seventy stores use this service. We show the mat for their September promotion. (*registered).

7. The new cord attachment brought out by Gemex offers the best possible protection for fine watches. Two recommendations are that its catch operates simply, and is foolproof. Safety is assured because the outside catch automatically locks the inner safety catch. Gemex Co., 142 Thomas St., Newark, N. J.

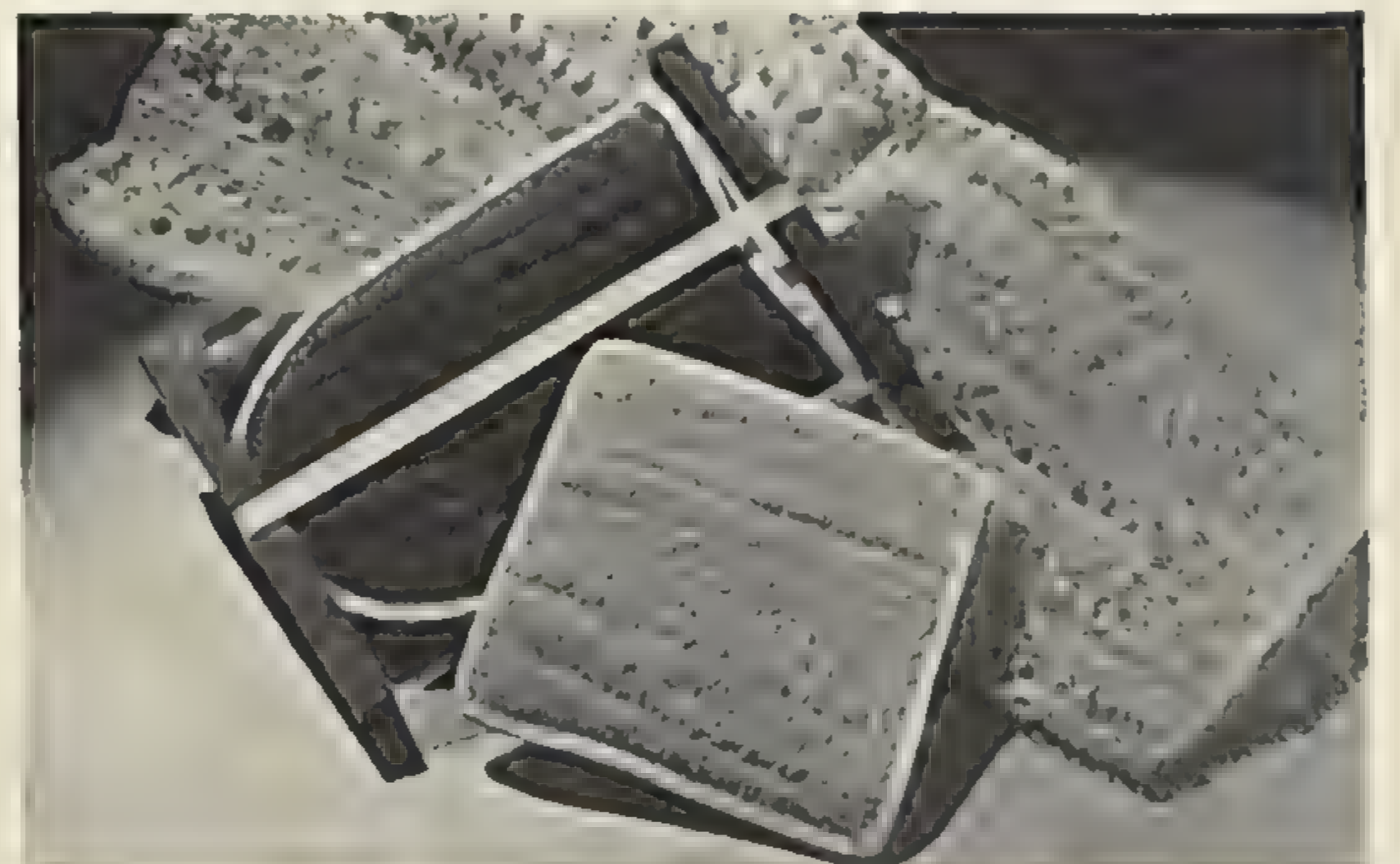
8. Name, fragrance and design all enhance the appeal of Lucien Lelong's new perfume, "Impromptu". Louis XIV, known as the "Sun King", was the inspiration for Mr. Lelong's use of sunburst motifs on flacon and box. The name carries an implication of the impulsive, the pleasantly unpredictable, as well as being associated with the court of Louis XIV at Versailles with its many elaborate impromptu spectacles. Lucien Lelong, Inc., 681 Fifth Ave.



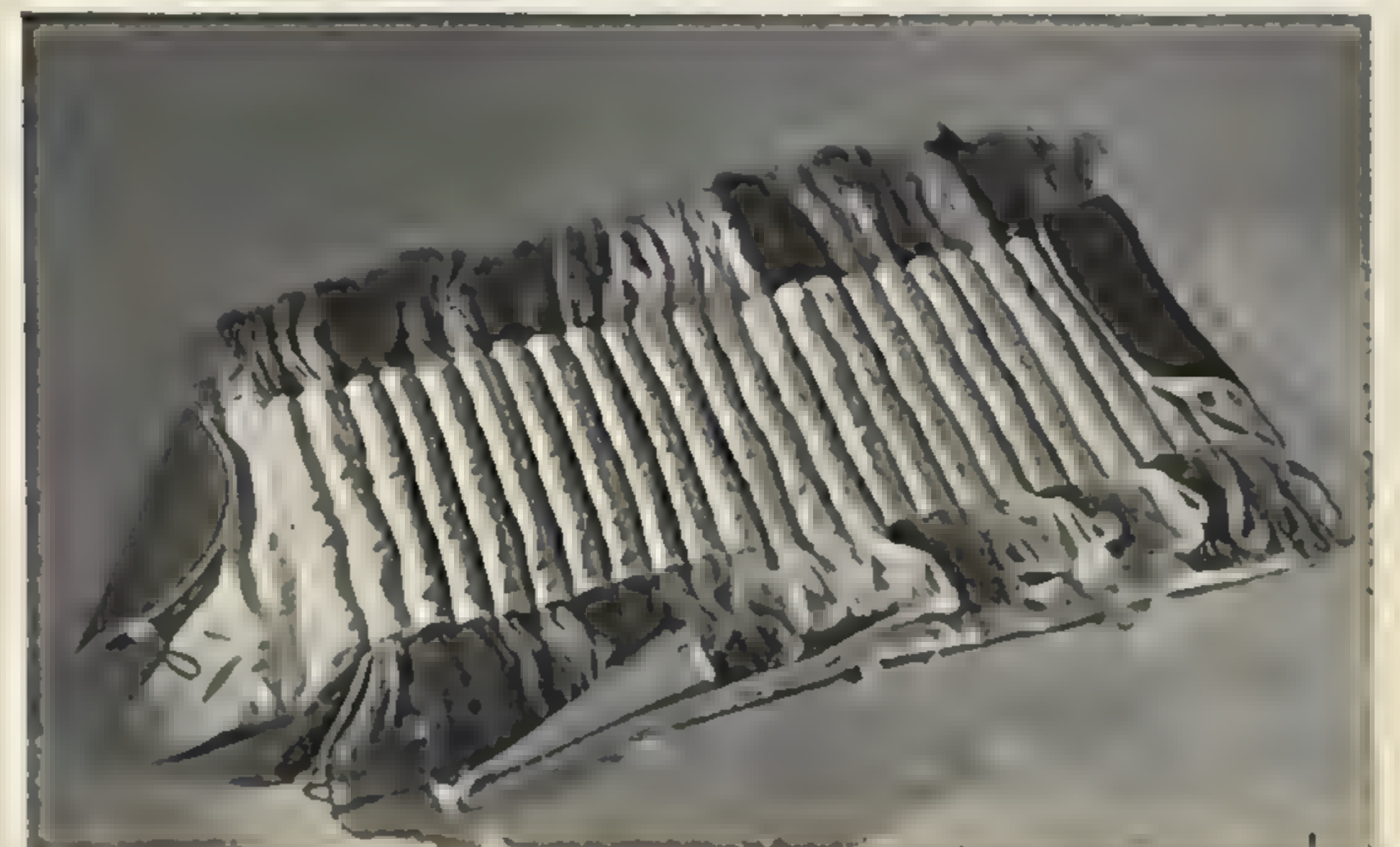
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4

Color of the Month
ZINNIA RUST

Soft as its flower namesake...glowing as leaves in an Autumn forest...the perfect accent for your first fall costume—these charming accessories of Zinnia Rust suede

Sketches from stock

CLOUT HAT...1.95

GLOVES...1.95

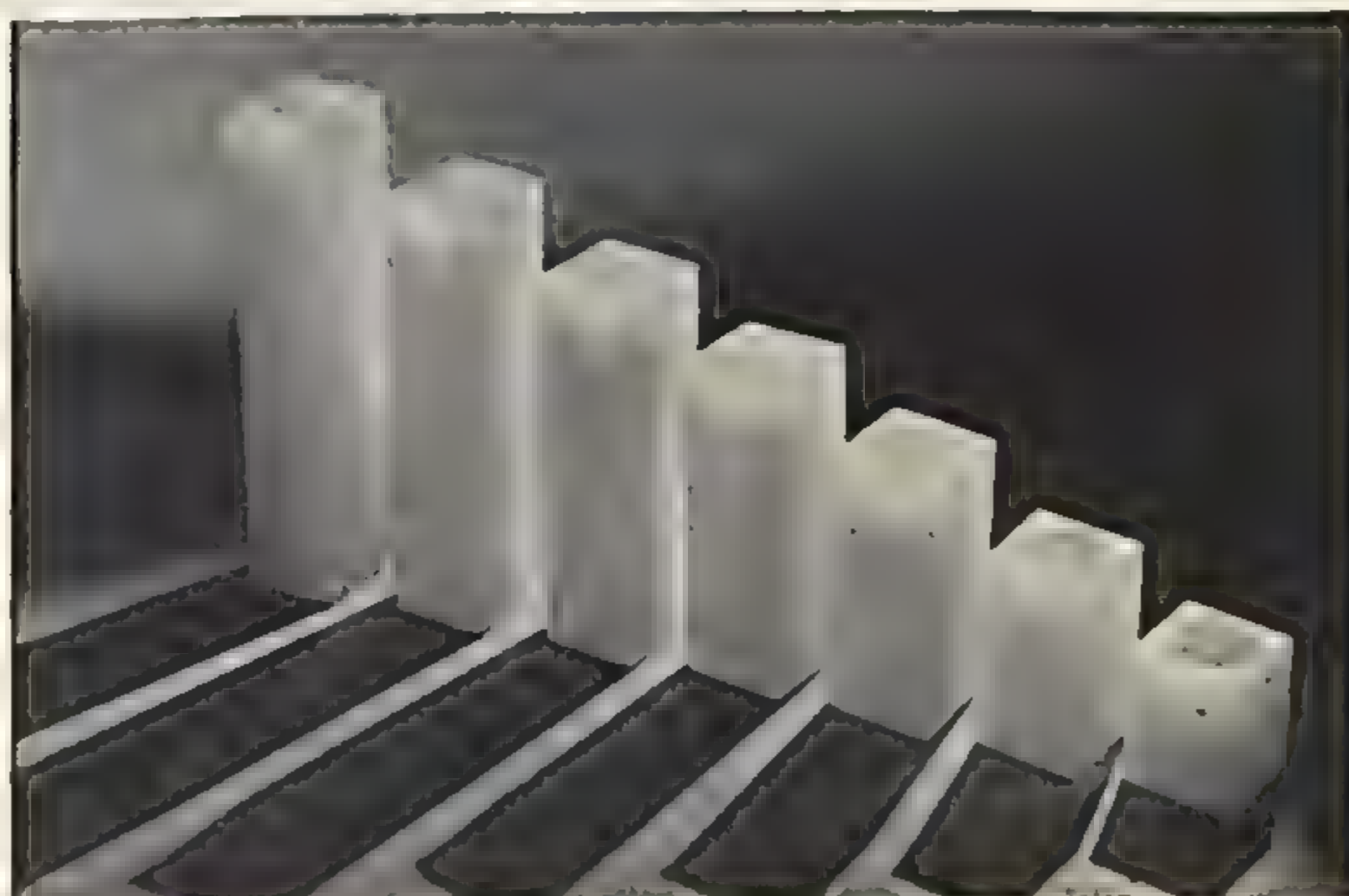
FLOWER...1.00

BELT...1.00

HANDBAG...2.95

*C. Wright

6



5



8



7

**New merchandise
gleaned from
several markets**



BONWIT TELLER, NEW YORK

COLOURFUL VOGUE TIE-UP

Mrs. Helen Cole, who was the Bonwit Teller Display Director, talked to us one day last summer about a promotion and window display idea Bonwit's wanted to work out. The idea was this: A store-wide promotion of accessories and millinery in Bérard colours. Christian Bérard is an internationally known painter whose palette is individual and lovely. A great deal of his work appears in Vogue; in fact, it is the only magazine in which it appears. In a charming and dignified manner, Bonwit Teller worked out with us the Bérard material that might be used. Then Mrs. Cole had pages and a cover from Vogue blown up in colour and made into huge screens for backgrounds for each window. All the clothes were white, which was an excellent and chic foil for the Bérard colours in the accessories. This is the type of cooperation that delights us, for it is an intelligent and imaginative use of Vogue. Of course, this took a good deal of "doing", as a number of buyers had to work in the market and have special colours made for them and then, of course, all the accessories in the promotion had to match.

PROMOTIONS IN THIS ISSUE

Vogue's Eye View on page 73 should prove a boon and a blessing both to you and your customers. The bewildering array of facts coming from the Paris Openings make it vitally necessary to condense and arrange those facts, and to evaluate fashions. Few stores, if any, can promote all the good fashions of every season, or need to. This is the time to put sound, strong promotions behind the fashions that suit your store and your customers. Build dramatic window displays around some of these: provocative lines in dresses; luxurious furs; variety in bodice drapery; prevailing silhouettes; omnipresence of spangles; possibilities of allure in evening head-dresses. Use each group as the basis for a fashion meeting with salespeople, translating it into terms of your own stock. Post the page on every ready-to-wear bulletin board as another way of helping salespeople to assimilate this important information.

While there's nothing new in every woman's need of a dark day dress, there's lots of news in the six perfect versions shown on pages 112 and 113. This year, the main interest in dresses lies above the waist. Feature simple daytime dresses whose drapery, shirring or flat diaphragm treatments mark them as definitely of this season. Mainbocher's beltless, tube-like dresses, shown at the Openings, have given rise to quite a collection of adaptations both wearable and smart. Notice the two-piece tunic dresses (worth watching) and the dress with a Watteau panel, on page 112.

All the world loves a bride and reports are that this October will see more than the usual number of brides. Make the most of this happy fact by seeing that your bridal department is supplied with varied, appealing merchandise, and staffed with well-informed, enthusiastic salespeople. Pages 74-77 show you as with day and evening clothes, so with bridal wear: any one of several periods may be used correctly and effectively. Attract favourable attention by building several bridal windows, each one featuring a different period. Show a bustle-dress in one, a Victorian in another and a Directoire in still another. For further drama, add a window built around a silver wedding. Can your bridal salespeople answer every conceivable question concerning weddings of varying types and scales? Since most women have only one wedding ceremony, they need and appreciate informative help in meeting the difficult-seeming problems of assembling a trousseau and deciding on clothes and procedure.

Use pages 84 and 85 as the basis for displays in belt, glove and jewellery departments. Show how vivid patent leather belts add autumn spice to dark dresses. Display counter-cards showing simple sleeves as a perfect background for interesting gloves or jewellery. Stress the new importance of gold jewellery, which was widely shown at the Paris Exposition. Include in this display clips, bracelets, rings and earrings made of gold metal alone, or combined with coloured stones.

Any new sales angle is like the breath of life to salespeople, who need stimulus to do a consistently effective job of selling day by day. Cosmetic saleswomen will find such a stimulus in page 94, which shows that, while every woman longs for eyes that have depth and allure, few women realize how much may be done to add light and life to their own eyes. It is not enough for the saleswoman to suggest the buying of eyeshadow and mascara. She must be interested enough in the customer to spend the added time it takes to analyze each customer's needs, and explain the method that will bring her best results. Is every saleswoman familiar enough with types and facial contours to be able to advise customers expertly on the shaping of eyebrows, the right choice of colour in, and application of, eyeshadow? Make counter cards that show the steps to use in eye-beautifying. Emphasize the importance of erasing any tired feeling or lines around the eyes by the use of eye baths, herbal pads, eye astringents and creams. Point out the fact that rested eyes offer the only sound foundation for beautification.

Consider these for promotions: Each season the question arises as to what fabrics and colours to present. Instead of promoting only the usual rusts and greens, enlarge the scope of your colour promotions by playing up such unexpected colour alliances as Vionnet's purple and green (p. 83); Schiaparelli's wine and gold (p. 87); and the more subdued but very effective combinations of navy with lighter blue, in Chanel's dress on the preceding page. With pages 116 and 117 as a basis, work out a budget wardrobe from your own stock and present it in an equally graphic manner. A well-balanced wardrobe that includes smart clothes, reasonably priced, for every occasion, will attract many women besides prospective brides. The three beautiful, floating nightgowns on pages 80 and 81 might be used as the theme for a promotion that features higher priced lingerie and plays up the similarities between the lines of dresses and lingerie.

"Vogue Says" Cards March Down the Aisle

"Vogue Says" cards, used with displays down the aisles of your store, will help your displays attract attention. They will undoubtedly catch the eye of your wandering customer; and the resolute customer, who marches through the store with but one thing on her mind, will find time to notice your displays. You may use all the quotations listed below in displays and advertising, and the first four in bold type are free to retailers. Write Vogue's Merchandising Service, 420 Lexington Avenue, New York, New York.

THESE FOUR FREE TO RETAILERS:

Vogue says: "At your wedding, engrave yourself on the memories of those gathered together."

Vogue says: "There's an unbridled opulence of furs."

Vogue says: "The figure underneath it all is all-important."

Vogue says: "You'll be blinded by the dazzle of spangles everywhere."

ADDITIONAL QUOTATIONS

BRIDES:

Vogue says: "Pace to the altar in a Directoire wedding-dress."

Vogue says: "Rouse Victorian echoes in a cream satin wedding-dress."

Vogue says: "Strike a new note with a paillette sash on plain white net."

Vogue says: "Play up your own white dress with purple for the bridesmaids."

Vogue says: "If you're to be married in haste, have a frankly expensive costume."

Vogue says: "Make the second venture in a dinner-suit."

Vogue says: "Wear your wedding-dress to the ankles and not so long as last year."

Vogue says: "A bustle-dress like one lifted from your grandmother's cedar-chest."

ACCESSORIES:

Vogue says: "Brighten up the night with a sparkling evening bag."

Vogue says: "A clip-pin is a superb accessory for your basic dress."

Vogue says: "Heads lend allure to the night."

Vogue says: "The golden touch is important this season."

READY-TO-WEAR:

Vogue says: "Drapery in the bodice is where drapery should be this year."

Vogue says: "A dark day dress is indispensable."

Vogue says: "The sarong dress for evening."

Vogue says: "Drama without frills—dresses with classic simplicity."

Vogue says: "A wool dress and coat for your going-away outfit."

Vogue says: "Have at least one long-sleeved dinner-dress for dining formally."

LINEN TROUSSEAU:

Vogue says: "Hand-embroidery adds the properly luxurious air to your linen trousseau."

Vogue says: "French knots are a new hem decoration for sheets."

Vogue says: "Every bride needs a few coloured sheets to add variety to her linen closet."

Vogue says: "For a modern room, select a diamond-cut, chenille bedspread."

Vogue says: "Monogrammed towels make a delightful gift and a valued possession."



NOW IS THE TIME TO *Harvest* FALL TOWELS

If the summer has convinced you that ordinary bath towels do not pay—especially where there are growing children—see that your new fall bath towels are Martex and only Martex. In spite of Martex' greater softness and more luxurious beauty, Martex is made to stand up under the hardest wear. As far as we know, Martex is the only brand of bath towels in which every towel is woven with a plied yarn underweave to give the longest possible wear. Martex has been known as "the world's finest bath towel" for 40 years. Sold only by department stores and linen shops—50c to \$2.50 each, depending upon size, color and design. Your store will monogram them at little extra cost. Wellington Sears Company, 65 Worth Street, New York City.



Monograms courtesy of Mosse, Inc., New York City

Patterns (left to right)—Cavalcade, Coronation, Priscilla, Majestic (Burgundy), Majestic (Blue), Splendor.

FOR LONGER WEAR, BUY *Martex* BATH TOWELS

Hollywood's Most Polished Voice

HERBERT MARSHALL* TELLS HOW THE THROAT-STRAIN OF ACTING CALLS FOR A LIGHT SMOKE

"In a recent scene," says Herbert Marshall, "I talk two minutes on the telephone. This scene took half a day to 'shoot'—four hours of painstaking voice shading. But even after scenes like this, I find that Luckies are always gentle on my throat. It's only common sense for an actor—or anyone else, for that matter—to want a light smoke."

The reason that Mr. Marshall—and you—find Luckies a light smoke is that the "Toasting" process takes out certain throat irritants found in all tobacco—even the finest.

And Luckies do use the finest tobacco. Sworn records show that among independent tobacco experts—auctioneers, buyers, warehousemen, etc.—Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined.

In the impartial, honest judgment of those who spend their lives buying, selling and handling tobacco...who know tobacco best...it's Luckies—2 to 1.

*Co-starring with Barbara Stanwyck
in RKO's "A Love Like That"

A Light Smoke

EASY ON YOUR THROAT—"IT'S TOASTED"

Copyright 1937, The American Tobacco Company



WITH MEN WHO
KNOW TOBACCO BEST
*It's Luckies
2 to 1*

